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THE HISPANIC ALMANAC

Edition Two

- A Fact Book of
  Social and Economic Data
- Profiles —
  Five Binational Markets
  27 U.S. Hispanic Markets
  Puerto Rico: Island Market

THE HISPANIC POLICY DEVELOPMENT PROJECT is a non-profit organization—a 501(C)(3)—which encourages the analysis of public and private policies and policy proposals affecting Hispanics in the United States.

HPDP in particular focuses on the problems of Hispanic youth: education and employment. HPDP supports high-level policy commissions composed of Hispanics and non-Hispanics; conferences, seminars, and debates around central education and employment issues; both lay and professional analysis and evaluation of specific policy options; and policy-analysis competitions open to Hispanic and non-Hispanic scholars as well as Hispanic organizations.

HPDP seeks to bring its findings to the attention of key groups and leaders throughout the United States, and publishes reports, bulletins, and books based on research and data analysis.

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The editors invite readers to submit their comments and suggestions. Each communication will be given careful attention, although it will not be possible to send a personal reply to every letter. Please send your observations to—

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Siobhan Nicolau
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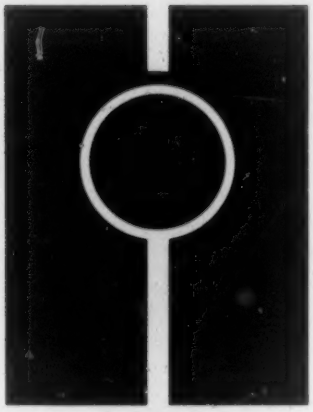
Editors



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The production and publication of this book is a major step toward fulfillment of a commitment. We are pledged to encourage the analysis of public and private policies and policy proposals affecting Hispanics in the United States. The communication of objective and documented information about U.S. Hispanics is a vital part of our program.

The researching and publishing of *The Hispanic Almanac: Edition Two* has been made possible by a grant from The General Foods Fund. The researching and publishing of the original *Almanac*, on which the present book is based, was made possible by grants from CBS, Inc., the Atlantic Richfield Foundation, and Time Inc. We are proud of their confidence in us, and we are deeply grateful.

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PREFACE

The Hispanic Almanac: Edition Two, although closely resembling the first *Almanac*, differs significantly from the original book:

- The National Socioeconomic Profile of Hispanics—Section II—has been almost completely reworked to reflect new data.
- An entirely new Section III, profiling the five largest binational markets along the U.S./Mexico border, has been added. These binational markets are Brownsville/Matamoros, El Paso/Juarez, Laredo/Nuevo Laredo, McAllen/Reynosa, and San Diego/Tijuana.
- An entirely new Section IV, profiling the island market of Puerto Rico, has been added.
- Seven new domestic Hispanic markets have been added to the original top 20 Hispanic markets in Section V: Austin, Boston, Brownsville, Laredo, Lubbock, Tampa/St. Petersburg, and Washington, D.C.
- The section on the Hispanic Electorates has been deleted; experience suggests that the subject is better handled separately.
- The Growth Projection charts contained in the original National Socioeconomic Profile of Hispanics and in the Top 20 Hispanic Markets, both carried in the 1984 book, have been changed into tables that reflect data obtained from the Census Bureau's "Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985."

The information presented in *The Hispanic Almanac: Edition Two* is derived mainly from the latest available data bases: the Census Bureau's "Population Estimates by Race and Hispanic Origin," cited above; the Bureau's March 1988 Current Population Survey; advance information from the March 1989 Current Population Survey; the 1980 Mexican Census; and the 1980 U.S. Census. (Data gained in the 1990 U.S. Census probably will not be available until 1993.)

Like the first book, *Edition Two* brings together, in a single, easy-to-use volume, a comprehensive collection of current, objective data about Hispanics in the United States. Like the first book, it is designed for journalists, editors, business executives, researchers, educators, students, policy makers and planners, elected and appointed officials on all levels, leaders of national and community organizations, corporate executives, trade union officers—and anyone else who needs accurate information about the nation's Hispanic population

Siobhan Nicolau
President
Hispanic Policy Development Project

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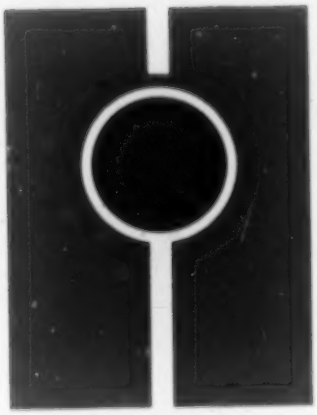


Section I

U.S. Hispanics: Who They Are, Whence They Came and Why

U.S. HISPANICS: WHO THEY ARE, WHENCE THEY CAME, AND WHY

Western Hemisphere Hispanics and their cultures are, in the main, the products of the expanding Spanish empire of the 15th and 16th centuries, but their roots can be traced to many different origins: Spanish explorers, governors, soldiers and servants; their English and French counterparts; natives of the New World, from Aztecs to Apaches; and African slaves. White and Black, Brown and Red, the Western World's Hispanics are "La Raza"—"the race" or "the people." They are "Latinos" and "Latinas," a fast growing U.S. minority, and within several years they will be our largest minority.

U.S. Hispanics are united by a common Spanish language and cultural heritage. But they are divided by geography, country of origin, race, class, traditional differences, and the time and circumstances of their entry. For most, that entry has been voluntary and has implied an acceptance of the unspoken obligation of the immigrant and the immigrant's descendants to adapt to their host country.

But central to the problem of how the United States is to deal with questions of Hispanic language and culture is the fact that fully a third of our native-born Hispanic U.S. citizens owe their presence to the U.S. policy of "manifest destiny," a policy of conquest. Both the Southwest and Puerto Rico were settled by the Spanish in the late 1500s—before the Pilgrims landed on Plymouth Rock. These territories were ceded to the United States in peace treaties, and the individuals living in them—native language and all—became involuntary inhabitants of the United States, as did Native Americans, Black slaves, and the inhabitants of the Virgin Islands, Hawaii, Guam, and Samoa.

Mexican Americans

The early Spanish in what is now the U.S. Southwest were concentrated in northern New Mexico and southern Colorado. In the early 1820s, Spain's New World colonies broke away and established new countries, including Mexico. Mexico then encompassed much of what is now Southwestern United States: parts of California, Arizona, Texas, New Mexico, and Colorado. Mexicans were a mixture—physical and cultural—of Spanish and Native American peoples.

During the 1840s, in a war of expansion, the United States conquered Mexico and annexed half that country's territory. The 1848 Treaty of Guadalupe-Hidalgo, which granted the Southwest to the United States, also guaranteed the property rights of Spanish settlers. But these rights were not protected, and many Hispanics lost their land. In northern New Mexico and southern Colorado, they isolated themselves in small villages, maintained Spanish culture and language, and survived as a poor, rural majority.

Although the Spanish had established Catholic missions in California, the bulk of Hispanic immigration to California, Arizona, and Texas occurred after 1847, in waves of low-skilled, predominantly Indian-heritage Mexicans, fleeing poverty or political oppression. These immigrants became the underclass of the Southwest, the often exploited labor force for agriculture, industry, and service. They were subject to severe discrimination, including Jim Crow laws and political disenfranchisement, and, in consequence, Mexican Americans withdrew into their barrios.

Prior to World War I, many Mexicans unofficially were allowed—and sometimes encouraged—to enter the United States, which needed cheap labor, particularly for laying railroads in Texas, California, Arizona, Nebraska, and Illinois. But during the 1930s, when jobs were scarce, they were declared illegals and were deported in great numbers, although many of the deportees were in fact naturalized citizens or native born. Like the immigrants of the 19th and early 20th centuries, the Mexican Americans of the '30s adopted survival strategies—efforts to be inconspicuous and to avoid antagonizing the Establishment.

"Mexican Town"—"el barrio Mexicano"—was located close to the Anglo community, sometimes literally on the other side of the tracks. It was characterized by unpaved roads, outhouses and open sewers, bad schools and poorly trained teachers, and a lack of police and fire protection; for the Anglo community, however, el barrio was a pool of cheap, available labor, and its bars, gambling houses, and prostitutes a convenient recreational resource.

The ending of World War II triggered major changes in the Anglo/Hispanic relationship. Chicanas had worked in war industries; Chicanos had served honorably in the armed forces. Many emerged from the war period with a determination to better their lives economically, socially, and politically. Many Chicano veterans used their G.I. education benefits, and Chicano organizations, concerned with voter registration, the delivery of social services, and veterans' rights, began to appear in the Southwest.

The 1980 Census revealed that the majority of Mexican Americans had become urban residents. Significant Mexican immigration to the industrial cities of the Midwest had begun in the '40s. At the same time, Mexican Americans in the Southwest had begun moving from rural to urban areas. This Hispanic urban population has continued to increase dramatically.

Today's Chicano movement sprang from the socially seething 1960s and included in particular young high school and university Chicanos and Chicanas who firmly proclaimed their ethnic pride and demanded improved educational opportunities, expanded community amenities, and more responsive social agencies. During the 1970s Mexican Americans began to participate in force in the political, social, and economic life of the Anglo communities and to develop national and regional organizations to articulate their special needs and concerns.

Puerto Ricans

The Puertorriqueños are a minority within a minority. Regardless of where they live—on the island or on the mainland—an alarmingly large proportion of the Puerto Rican population is poor and disadvantaged and has been so since the Spanish colonization.

Spain quickly exhausted Puerto Rico's meager gold mines and then shifted its attention to the wealth of Mexico and Peru. Thereafter, Puerto Rico languished as a relatively ignored military outpost that protected the Spanish shipping lanes. The indigenous Indian population was all but obliterated by disease, conflict, and overwork, and African slaves were introduced, first to work the mines and later the sugar industry.

The island was a passive victim in wars between the great colonial powers, and in 1898—following the Spanish-American War—both Puerto Rico and Cuba were annexed by the United States. Puerto Ricans were granted U.S. citizenship in 1917, and improvements in health care and education resulted from the U.S. connection, but dramatic changes did not take place until the initiation of Operation Bootstrap, a joint Puerto Rican/U.S. development strategy based on outside investments and technology transfers.

During the '40s, '50s, and '60s Operation Bootstrap went a long way toward modernizing Puerto Rico. Industries were established; the amount of housing and the number of schools and health care facilities were increased; the service sector was expanded. Jobs were created, incomes rose, and Puerto Rico became a showcase. Even when Bootstrap was booming, however, Puerto Rico could not support its growing population, and, despite official denials, it was generally recognized that the health of the economy required the out-migration of 50,000 persons each year. (Emigration to the mainland had begun in earnest after World War II, peaking at 74,000 in 1953.)

While recent migration has included significant numbers of professionals, most Puerto Rican migrants have been poor and unskilled, and have experienced major cultural shock upon arrival in the United States. The island from which they come is characterized by a community-centered life, by reliance on extended families and support networks of relatives and friends, by a system which provides respect and care for the elderly, by vast amounts of sunlight and a profusion of flowers, even in the barrios of the poor.

The mainland reality which they face could hardly be more different. Themselves the product of a racially mixed society, many Puerto Ricans have confronted white prejudice in the States and found themselves unaccepted by or competing with members of the Black communities. Sometimes they have suffered discrimination at the hands of other Hispanics, a discrimination rooted in class and an old scale of privilege and status that Spain conferred upon its colonies. By all social indicators, mainland Puerto Ricans have been falling behind U.S. Blacks and Native Americans. As a group, in fact, Puerto Ricans are the most seriously disadvantaged population in the United States.

They come to an alien culture and climate to escape unemployment. Many do not plan to stay, and a significant portion of their migration has always been cyclical. Puerto Ricans settled first in New York and then in smaller eastern cities: Buffalo, Rochester, Newark, Jersey City, Paterson, Hoboken, Boston, Bridgeport, Hartford, Philadelphia, and later in Cleveland, Chicago, Lorain, Gary, and other midwestern cities. There are Puerto Rican enclaves in California and Florida, and a thriving Puerto Rican community of farmworkers in Hawaii.

In the 1970s, Operation Bootstrap found itself in grave trouble. This was in part a consequence of recession on the mainland, which adversely affected tourism and industrial growth, and in part a result of flaws in the Bootstrap concept. Its planners had not anticipated that U.S.-based companies would abandon their Puerto Rican operations when cheaper labor became available in Haiti, or Taiwan, or when the tax incentives in Puerto Rico expired. Unemployment increased, the island's debt soared, and transfer payments from the United States rose by more than 750 percent within a decade.

Since the mid-1980s, however, the island has experienced an economic turnaround. The upsurge has been accompanied by a drop in unemployment that has brought the jobless rate to its lowest point since 1974—14.9 percent by the end of 1988. If current economic conditions continue, the rate is expected to decline over the next several years.

Cubans

Most of the more than 1,000,000 Cubans living in the United States are relatively new arrivals; only 20 percent of U.S. Cubanos and Cubanas were born here. By the end of the 19th century, some 100,000 Cubans were living in the United States, concentrated mainly in New York City and in Tampa, Key West, and other Florida cities, refugees from the 1868-1895 Cuban wars of independence. The United States annexed Cuba in 1898, after the Spanish-American War, and granted independence at the turn of the century. Again, many political refugees sought asylum in the United States.

Another Cuban wave arrived in the 1940s and '50s—many escaping the oppression of the Batista regime—but the major migration (600,000) occurred in the early 1960s as a result of the Cuban revolution. It is estimated that a third of these political refugees—most of them from Havana—came from upper- and middle-class professional and business backgrounds. They relocated in Florida, New Jersey, New York, Illinois, and California, assisted by a comprehensive federal relocation program. They rapidly transferred their skills and built an economic infrastructure that allowed them to maintain their culture and to deal as peers with the majority community. At the same time, they were able to provide initial employment opportunities for Cuban workers who had migrated with them.

In April 1980, the Cuban government announced that Cuban citizens wishing to leave the country could seek

asylum at the Peruvian Embassy in Havana; over 10,000 did so, until access ended, and then the government opened the port of Mariel for emigrants who wanted to go to the United States. U.S. Cubans began a Mariel/Key West boat lift of 2000 boats of all kinds, and between June and September 1980, another 125,000 Cubans entered the United States.

Fifty percent of the wave of Cuban emigrants who departed Mariel in 1980 had family members already living in the United States. The others were predominantly single males—a small percentage of whom had Cuban prison records. Most of the Marielitos were young Cubans who had been nurtured and educated in a socialist state. Many were non-white. Those without families in the United States were not welcomed enthusiastically in the Cuban enclaves. The initial warm reaction of the general public soured when the press announced that Castro was emptying his jails, and when a growing number of violent incidents occurred in the detention camps. The 50,000 Mariel Cubans who lacked strong family connections in the United States were adrift between cultures and political ideologies and systems; they had trouble finding housing and jobs, and only minimal efforts were made to address their adjustment problems. But, in general, most Marielitos have overcome their initial problems and have now adjusted to U.S. life.

It is widely believed that most U.S. Cubans are professionals, managers, and entrepreneurs, and it is true that about a third of the earlier refugees could be so described. From '65 to '72, however, over a quarter million Cubans were brought into the United States, and only one-sixth of these and more recent arrivals can be called members of the middle class. Many Cubans nevertheless achieved notable economic assimilation in the '60s and '70s; in the '80s they transformed Miami into the premier financial and commercial center of Latin America.

The Others

In the 1980 Census, the "other Spanish" category included persons from Spain, the Spanish-speaking countries of Central and South America, and Hispanic persons who identified themselves generally as Latino, Spanish, Spanish American, and so on. But the enormous diversity of the category diminished its usefulness for policy makers, marketers, and other analysts.

In recent years the Census Bureau, in its Current Population Surveys has used *two* categories in place of a single "Other Spanish" category.

One category is for persons from the Spanish-speaking countries of Central and South America. Until the 1980s immigrants from these countries were only a small fraction of Hispanic immigrants and were almost always legal entrants. During the 1980s, however, considerably larger numbers of Central and South Americans—especially Central Americans—entered the United States, including many undocumented persons. Many of these people see themselves as political refugees, especially those from Central America, while others have come to the United States to seek employment or to practice professions and trades for which there is little call or monetary reward in their native lands. Indeed, the economies of many Latin American countries deteriorated during the 1980s, and the standard of living in many is now lower than it was at the beginning of that decade.

The second new category, "Other Hispanic," is composed of those whose origins relate directly to Spain, including the descendants of the original Spanish settlers in the U.S. Southwest. Also included are Hispanic persons who identified themselves generally as Latino, Spanish American, Spanish, and the like, either because of a mixed Hispanic heritage or because they preferred to identify themselves in this way. This category now includes some of the Hispanics who are most assimilated into U.S. society; many have families in the United States that span more than two generations. Even so, some of these "Other Hispanics" who live in the Rocky Mountain states have faced economic hardship in the last decade because of a general decline in the region's mining and logging industries.

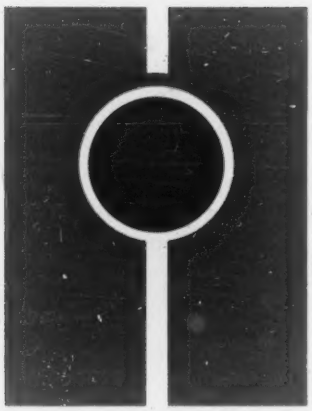
The U.S. Hispanic Population

Hispanics in the United States, even those who do not use it much, consider the Spanish language their own, and nearly all Hispanics respect the importance of the family and family relationships. In addition to these common characteristics, U.S. Hispanic communities share a set of common social needs: the problems of their elderly members, their low-income working mothers and mothers on welfare, their adolescents, who are caught between two cultures, and their young children.

Hispanic officials and community leaders consistently report that youth issues are among the most important concerns of U.S. Hispanics. For example, a 1988 survey of 3,300 Hispanic elected officials, conducted by the National Association of Latino Elected and Appointed Officials, found—regardless of party affiliation or level of office—that *Access to Higher Education* led their list of the top 10 Hispanic concerns, followed by *High School Dropouts, Drug Abuse,* and *Latino Child Poverty.* NALEO's survey also found wide agreement on the importance of these matters: *Developing Civic Leadership, Latino Government Employment, Employment Discrimination, Inadequate Health Care, Housing,* and the *Rise of a Hispanic Underclass.* Thus, despite some unique concerns and many differences, there is remarkable agreement among U.S. Hispanics and Hispanic subgroups on a number of fundamental social issues.

But, given the diversity of U.S. Hispanics, it is clear that they also have different concerns. Questions of immigration policy, for example, or undocumented aliens, naturalization, refugee status, and guest-worker programs do not directly affect Puerto Ricans, who are U.S. citizens, except as they perceive the influence of such matters on the job market. The political status of the island of Puerto Rico, together with its economic problems, does not deeply affect Mexican Americans or "Other Hispanics"—but it does interest the politically-aware Cubans, both those who favor and those who oppose the Castro regime. U.S. Cuban policy concerns Cubans, and interest in land-grant issues is confined to the descendants of the early Spanish settlers.

Many successful Hispanics have made significant contributions to U.S. society. They are business persons, bankers, academics, artists, military personnel, teachers, athletes, journalists, union leaders, political figures, and government bureaucrats, as well as blue- and white-collar workers. Many more, however, experience difficulty in finishing high school and acquiring the skills that can move them out of a growing underclass.



Section II

The National Socioeconomic Profile of Hispanics

SIZE, GROWTH, AND CHARACTERISTICS OF THE NATIONAL HISPANIC POPULATION

OVERALL SOCIOECONOMIC STATUS

Each of the Hispanic groups is distinct and best understood individually. However, it is also instructive to consider the national Hispanic portrait.

The most significant characteristic of Hispanics as a U.S. population group is *growth*. The growth of the Hispanic population in the United States during the last few decades far exceeds the growth of any other U.S. racial or ethnic group. U.S. Hispanic population growth is largely attributable to two factors: the group's high fertility and the continued immigration of young Hispanics. About half the growth of the Hispanic population during this decade resulted from net immigration and half from natural increase (the excess of births over deaths). Both these growth factors affect the Hispanic socioeconomic indices. For example, young women in the high-fertility age categories generally drop out of the labor force or postpone job entry when children are young, thus reducing family income.

The median family income of Hispanics, as estimated by the Census Bureau's 1988 Current Population Survey, was about 66 percent of the income levels of the general population. The gap has widened since the 1980 and the 1970 Censuses, when Hispanic income was about 72 percent of the income level of the general population. This increase in the income gap can be explained in part by the larger proportion of young Hispanic adults who are just entering the job market; the gap can be viewed as the natural outcome of the lower wages that entry level workers earn. At the same time, because large numbers of immigrants who have entered the United States in the last several years are young, the gap also reflects their adjustment, education and skills levels, and relatively low incomes.

Hispanics are employed in all occupations. However, they are disproportionately employed in semi-skilled and clerical occupations, and as operatives and service workers. These occupations, while not prestigious, historically have served as stepping stones to better jobs. Although the job market is changing, many industries still depend on a large semi-skilled work force, and these positions should continue to provide take-off points for many Hispanic workers. Perhaps the most important question with respect to Hispanic employment is whether Hispanics are being prepared adequately for the evolving information, "high-tech" society. As the education level of Hispanics rises, undoubtedly improvements in job promotion and advancement will be more evident. But with so few Hispanics presently enrolled in graduate and professional schools, it is not clear whether Hispanics will be able to take full advantage of the technical positions which will become available.

Despite some improvements in educational attainment, the Hispanic high school dropout rate and the rate of attrition at the two-year community college and four-year university levels continue to be high. Because educational achievement plays such an increasingly important role in opening employment doors and in eventual occupational success, it will continue to be the critical factor affecting the economic status of Hispanics.

Other than English, Spanish is the most common language spoken in the home in the United States. In 1980 over 11 million persons reported that they used Spanish. Although there were close to three million monolingual Spanish-speaking individuals in the United States, the large majority of Spanish speakers reported no difficulty in speaking English.

According to a Census Bureau press release, dated October 12, 1989, Hispanics represented 8.2 percent of the national population, while Blacks comprised 11.7 percent of the total in March 1989. Present trends suggest that the total number of Hispanics will exceed the total number of Blacks sometime after the year 2010. A more conservative rate of growth suggests that Hispanics will become the largest U.S. minority population after 2015. However, the total number of Hispanics 18 and under should exceed the total number of Blacks 18 and under at the end of the century.

Population Growth

In 1989, the Census Bureau estimated the total Hispanic population at 20.1 million. This represents a 39-percent increase over the 1980 census figure of 14.5 million. The rate of increase for the total U.S. population was 9.5 percent; for the non-Hispanic population it was 7.5 percent. Hispanics were 8.2 percent of the total population in 1989, compared to 6.5 percent of the population in 1980. (Census Bureau press release, October 12, 1989.)

Using the Census Bureau's experimental figures displayed in the following table, it is reasonable to assume that Hispanics will experience a similar growth during the 1990s.

At this rate the Hispanic population will total about 22 million in 1990, 27.7 million in 1995, and 34.8 million in the year 2000. Hispanics will outnumber Blacks by the year 2010.

The social, political, and economic impact of Hispanic growth in the United States is already apparent. As Hispanics become an ever more important voting block, comprise an ever larger portion of the market, and demand and receive greater social consideration, their increased influence will require an improved understanding of their characteristics.

Comparative Growth of U.S. Population Subgroups 1980 to 2000

National	Estimate* 1980	Estimate* 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	192,710,973	200,857,473	4.23%	209,473,150	218,523,939	227,965,789
Black	26,698,300	28,902,400	8.30%	31,403,666	34,121,396	37,074,323
Other Races	5,358,700	7,292,500	36.10%	10,463,012	15,011,947	21,538,593
Hispanic	14,251,000	17,516,700	22.90%	22,024,483	27,692,309	34,818,704
Total	224,767,973	237,052,373	5.47%	250,368,741	264,445,398	279,313,496

* Both the 1980 and 1985 estimates and are experimental figures released by the Census Bureau.
Projections were derived from these figures by HPDP.

Source: Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985. Current Population Reports, Series P-25, NO 1040-RD-1.

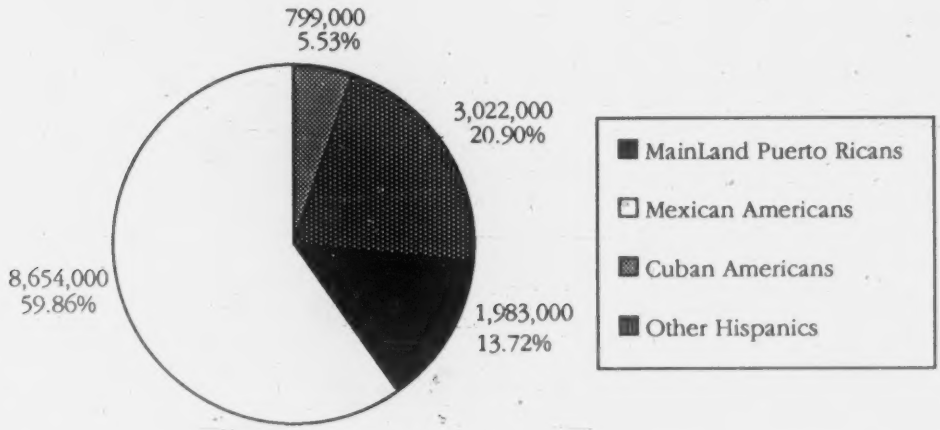
Composition of the U.S. Hispanic Population

Composition of U.S. Hispanic Population, 1980, shows the relative size of Hispanic population groups as reported by the 1980 Census. Hispanics in the United States were mostly of Mexican ancestry (59.9 percent). Puerto Ricans were the second largest group, accounting for 13.7 percent of all U.S. Hispanics. (Remember that these figures include only those Puerto Ricans living in the 50 states. Puerto Ricans living on the Island of Puerto Rico are excluded.) Cubans (5.5 percent) and Other Hispanics completed the U.S. Hispanic population in 1980.

While all Hispanic groups registered significant growth during the 1980s, some groups grew faster than others. These differences have changed and will continue to change the composition of the U.S. Hispanic population. Growth rates projected to 1990 based on actual 1980-to-1988 rates yield the figures shown on the chart, *Composition of U.S. Hispanic Population, 1990.* As projected, by 1990 Hispanics of Mexican ancestry will comprise 63 percent of all Hispanics in the United States. All other Hispanic groups will account for smaller portions of the total. Notice that the 1980 category of Other Hispanics has been subdivided into the new 1990 Census categories of Central and South Americans and Other Hispanics. According to the Census Bureau, the category Other Hispanics includes persons from Spain and those describing themselves as Hispanic, Spanish, or Latino.

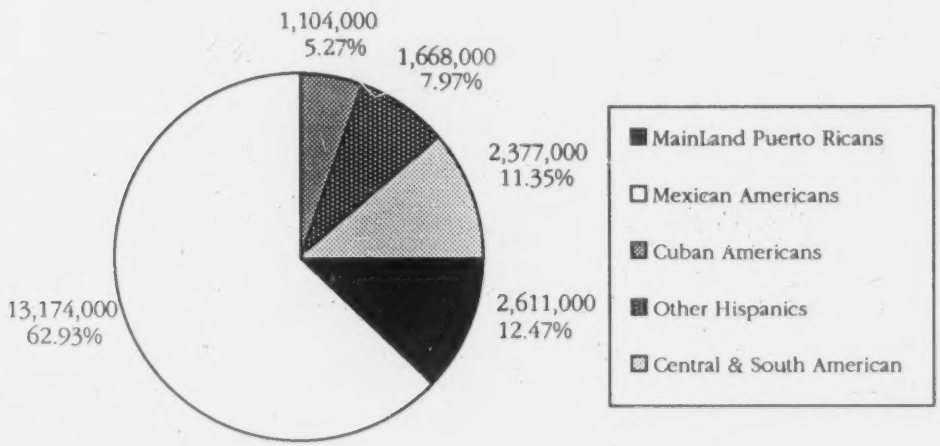
The Hispanic group with the highest rate of growth since 1982 has been Central and South American; this group grew 67 percent, from 1.5 million in 1982 to 2.5 million in 1989, according to the Census Bureau's October 12, 1989, press release.

Composition of U.S. Hispanic Population, 1980



The Hispanic Population in the United States, March 1988, Current Population Reports, Series P-20 No 438

Composition of U.S. Hispanic Population, 1990



These 1990 projections are derived from data in
The Hispanic Population in the United States, March 1988, Current Population Reports, Series P-20 No 438

CONCENTRATION OF THE HISPANIC POPULATION IN THE UNITED STATES

The total Hispanic population in the United States reflects a pattern of concentration shaped by past immigration. Although recent growth trends are beginning to change the residence pattern of U.S. Hispanics, Hispanics presently are concentrated in border states or states which historically have served as areas of entry into the United States.

The map, *Concentration of the Hispanic Population in the United States, 1985*, shows how Hispanics will be concentrated throughout the United States in 1990, based on 1980-to-1985 growth rates. It is projected that by 1990 over three-quarters of all U.S. Hispanics will reside in five states, led by California's 35.8 percent of the total, followed by Texas with 21.1 percent, New York with 9.8 percent, and Florida and Illinois with 6.7 percent and 4.3 percent respectively. Put another way, over half of all U.S. Hispanics will reside in California and Texas.

CONCENTRATION OF THE HISPANIC POPULATION IN THE UNITED STATES, 1985

Source: Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985. Current Population Reports, Series P-25, No. 1040-RD-1

The 27 Largest U.S. Hispanic Markets (Metropolitan Areas)

The table, *The 27 Largest Hispanic Markets, 1985-1995,* presents the population and ranking of Hispanics in U.S. metropolitan areas. The 1985 population numbers are drawn from experimental estimates produced by the U.S. Census Bureau. (David I. Word, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985. [Current Population Reports, Series P-25, No. 1040-RD-1] U.S. Government Printing Office, Washington, D.C. 1989). The 1990 and 1995 extrapolations are projections based on each metropolitan area's rate of growth between 1980 and 1985.

In 1985 the Los Angeles metro area accounted for 27.7 percent of the entire U.S. Hispanic population. The New York metro area accounted for 17.8 percent of all U.S. Hispanics. Over one-third of the total Hispanic population resided in Los Angeles and New York, easily the two largest markets. Each is at least three times larger than any of the remaining 25, (except for Miami). In fact, between 1980 and 1985, the Los Angeles Hispanic population increased by approximately 894,000 individuals. That figure is greater than the total 1985 Hispanic population of any other metropolitan market except New York.

In 1985 a majority (67.8 percent) of Hispanics were located in the six largest markets: Los Angeles, New York, Miami, San Francisco, Chicago, and Houston. The addition of four markets, San Antonio, El Paso, San Diego, and Dallas/Fort Worth shows that 80.3 percent of the nation's Hispanics live in the ten largest markets. Overall, 75.2 percent of all U.S. Hispanics were concentrated in the 27 largest markets.

In 1985, the traditional Southwest (Arizona, California, Colorado, New Mexico and Texas) contained the metropolitan areas with the greatest proportions of Hispanics. Among the 27 largest markets, five Southwestern metropolitan areas had a majority Hispanic population: Laredo, Texas—97.9 percent Hispanic; McAllen, Texas—82.9 percent;Brownsville,

Texas—81 percent; El Paso, Texas—67.5 percent; and Corpus Christi, Texas—50.5 percent. It is important to note that San Antonio (46.5 percent) and Los Angeles (28.3 percent) have sizable Hispanic populations as well.

The table, *The 27 Largest Hispanic Markets*, also projects the growth that is expected to take place in these areas. The projections for each area were generated by applying the area's estimated 1980-to-1985 growth to the 1986-1990 and 1990-1995 periods. Because the growth rates differ for each market, the 1985 list and ranking of the 27 largest markets change somewhat in the 1990 and 1995 projections. Because these are straight-line projections, the further they are removed from the 1985 estimates, the more unreliable they become; caution should be exercised in using them.

Overall, Hispanics are expected to concentrate increasingly in the 27 largest markets; Los Angeles and New York will continue to be the two largest U.S. Hispanic markets, and together will continue to contain slightly over one-third of all U.S. Hispanics.

Those markets expected to make the greatest jump in rank are Washington, D.C., from 22nd to 19th; Dallas/Fort Worth, from 10th to 8th; and Salinas/Monterey, from 25th to 23rd. San Francisco, Fresno, Austin, and Boston are each expected to move up one rank. Conversely, Tucson and El Paso are expected to drop three and two ranks respectively, with Brownsville, Sacramento, and Laredo following with drops of one rank each.

In terms of total gain, Los Angeles is projected to realize the greatest increase in the number of Hispanics. The group's population is projected to reach 5,055,707 by 1990 and 6,983,273 by 1995. By 1990, New York, Miami, and Houston each will realize Hispanic population gains of over 200,000. Chicago, San Francisco, and Dallas/Fort Worth will also realize sizable gains.

The 27 Largest Hispanic Markets, 1985 to 1995

Metropolitan Areas (MSA)	1985 Rank and Rank	Hispanic Pop. Population	1990 Rank and Rank	Hispanic Pop. Population	1995 Rank and Rank	Hispanic Pop. Population
Los Angeles	1	3,660,20	1	5,055,70	1	6,983,27
New York	2	2,345,60	2	2,717,03	2	3,147,28
Miami	3	815,300	3	1,100,54	3	1,485,57
San Francisco	4	775,100	5	941,046	6	1,142,52
Chicago	5	757,100	4	945,293	4	1,180,26
Houston	6	594,600	6	829,554	5	1,157,35
San Antonio	7	567,500	7	671,988	7	795,714
El Paso	8	359,900	10	439,583	10	536,908
San Diego	9	358,200	9	486,916	9	661,885
Dallas/Ft. Worth	10	345,700	8	518,309	8	777,102
McAllen	11	280,600	11	346,170	11	427,062
Phoenix	12	250,100	12	320,814	12	411,522
Denver	13	202,900	13	240,739	14	285,635
Brownsville	14	194,700	15	235,205	15	284,137
Fresno	15	186,500	14	236,614	13	300,194
Corpus Christie	16	179,700	16	204,443	16	264,619
Albuquerque	17	172,800	17	193,279	20	216,185
Philadelphia	18	162,200	18	189,773	19	222,033
Tucson	19	131,800	22	157,006	22	187,033
Sacramento	20	127,200	21	160,575	21	202,707
Austin	21	124,400	20	170,631	18	234,043
Washington, D.C.	22	121,300	19	173,169	17	247,217
Laredo	23	110,100	24	133,672	25	162,291
Boston	24	102,900	25	131,073	24	166,960
Salinas/Monterey	25	99,000	23	136,472	23	181,475
Tampa/St. Pete	26	94,500	26	117,050	26	144,981
Lubbock	27	47,800	27	55,702	27	64,911
Totals		**13,176,700**		**16,908,358**		**21,870,885**

1990 and 1995 projections derived from Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985. Current Population Reports, Series P-25, No. 1040-RD-1

Trends in the Concentration of Hispanics

The previous section projected particularly rapid growth of the Hispanic population from 1985 to 1990. Nationally, states not known for significant concentrations of Hispanics showed the highest percentage growth in Hispanic population between 1980 and 1985. As shown by the map, *Growth of the Hispanic Population by State,* Hispanic population growth was most significant in Virginia (37.4 percent), Vermont (37.0 percent), New Hampshire (35.7 percent), Alaska (33.7 percent), Rhode Island (32.2 percent), Nevada (30.8 percent), and Maryland (30.3 percent). Other states with 25-percent and over percentage gains from 1980 to 1985 were Oklahoma, Alabama, Arkansas, North Carolina, and Georgia. The rapid growth rates of the Hispanic population in the New England, South Eastern, and South Central states out-paced those of the states where Hispanics traditionally have concentrated. But some of the traditional states also evidenced large gains: Florida (29.5 percent), California (29.4 percent), Texas (23.2 percent), and Illinois (22.4 percent).

While an analysis of growth rates shows the rapid dispersion of the Hispanic population into new areas, it does not adequately indicate the states with the highest numerical increase in Hispanic population. In terms of actual size of population increase, California and Texas alone accounted for 62.1 percent of the total numerical increase.

No state showed a decline in Hispanic population between 1980 and 1985; between 1970 and 1980, the Hispanic populations in eight states declined.

Growth of the Hispanic Population by State, 1980 to 1985

Growth of Hispanic Population by State 1985

- 00.00 to 10.00
- 10.00 to 15.00
- 15.00 to 20.00
- 20.00 to 30.00
- 30.00 to 40.00

Source: Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985. Current Population Reports, Series P-25, No. 1040-RD-1

Growth of Hispanic Population by State, 1980 to 1985

State	His. Pop. 80	His. Pop. 85	Increase	% of Change	1985 Rank
Alabama	14,300	18,300	4,000	27.97%	37
Alaska	8,600	11,500	2,900	33.72%	43
Arizona	447,000	533,200	86,200	19.28%	8
Arkansas	10,700	13,500	2,800	26.17%	41
California	4,537,100	5,872,500	1,335,400	29.43%	1
Colorado	341,000	383,500	42,500	12.46%	9
Connecticut	121,300	139,200	17,900	14.76%	14
Delaware	8,400	10,000	1,600	19.05%	45
Dist. of Columbia	15,600	18,200	2,600	16.67%	38
Florida	851,100	1,102,100	251,000	29.49%	4
Georgia	38,200	47,700	9,500	24.87%	28
Hawaii	62,300	72,300	10,000	16.05%	20
Idaho	36,200	41,800	5,600	15.47%	29
Illinois	616,700	754,900	138,200	22.41%	5
Indiana	78,100	82,600	4,500	5.76%	18
Iowa	22,700	25,800	3,100	13.66%	34
Kansas	60,900	69,900	9,000	14.78%	23
Kentucky	13,500	14,300	800	5.93%	40
Louisiana	81,700	98,400	16,700	20.44%	16
Maine	3,700	4,400	700	18.92%	48
Maryland	54,800	71,400	16,600	30.29%	21
Massachusetts	126,700	154,100	27,400	21.63%	12
Michigan	141,000	155,200	14,200	10.07%	11
Minnesota	27,600	33,500	5,900	21.38%	31
Mississippi	11,000	11,700	700	6.36%	42
Missouri	41,700	48,300	6,600	15.83%	27
Montana	9,200	10,800	1,600	17.39%	44
Nebraska	27,000	29,900	2,900	10.74%	32
Nevada	53,300	69,700	16,400	30.77%	25
New Hampshire	4,200	5,700	1,500	35.71%	47
New Jersey	485,600	573,200	87,600	18.04%	6
New Mexico	482,100	550,600	68,500	14.21%	7
New York	1,653,100	1,878,800	225,700	13.65%	3
North Carolina	31,100	38,900	7,800	25.08%	30
North Dakota	3,200	3,400	200	6.25%	51
Ohio	99,600	107,700	8,100	8.13%	15
Oklahoma	54,000	69,800	15,800	29.26%	24
Oregon	62,500	76,000	13,500	21.60%	19
Pennsylvania	137,200	158,500	21,300	15.52%	10
Rhode Island	14,900	19,700	4,800	32.21%	36
South Carolina	16,900	20,100	3,200	18.93%	35
South Dakota	3,500	3,700	200	5.71%	49
Tennessee	15,800	18,200	2,400	15.19%	38
Texas	2,996,000	3,689,600	693,600	23.15%	2
Utah	58,900	70,600	11,700	19.86%	22
Vermont	2,700	3,700	1,000	37.04%	49
Virginia	63,300	87,000	23,700	37.44%	17
Washington	116,000	142,000	26,000	22.41%	13
West Virgina	6,900	7,900	1,000	14.49%	46
Wisconsin	57,900	66,300	8,400	14.51%	26
Wyoming	24,200	26,500	2,300	9.50%	33
United States	**14,251,000**	**17,516,600**	**3,265,600**	**22.92%**	

Source: Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985. Current Population Reports, Series P-25, No. 1040-RD-1

Income

In 1988 the Census Bureau estimated the 1987 mean and median family incomes of Hispanics to be $25,736 and $20,306 respectively. The Bureau projected that 25.8 percent of the nation's Hispanic families were living below the poverty level. The Hispanic family poverty rate was more than two and a half times greater than the non-Hispanic rate. The percentage of Hispanic families in poverty is almost two percentage points higher than it was in 1979. This reflects the trend and persistence of Hispanic family poverty which began during the 1982 recession. While the non-Hispanic family poverty rate has slowly but steadily declined from the 1982 level of 11.4 percent to 9.7 percent in 1987, the Hispanic rate has continued to rise.

The median earnings of Hispanic individuals in 1987 differed by both sex and ethnic origin. Males of Hispanic origin earned $12,019, compared to the non-Hispanic male median of $18,398. Hispanic females earned $6,611 compared to $8,223 for non-Hispanic females.

Family Income Distribution of U.S. Hispanics and Non-Hispanics, 1987

Income group	Non Hispanics	Total Hispanics	Total Population
Total (thousands)	60,545	4,588	65,133
Less than $7,500	7.4%	15.9%	8.0%
$7,500 - $14,999	12.1%	21.8%	12.8%
$15,000 - $22,499	14.3%	17.5%	14.4%
$22,500 - $29,999	13.2%	12.8%	13.1%
$30,000 - $37,499	13.2%	10.7%	13.0%
$37,500 - $49,999	16.2%	10.5%	15.7%
$50,000 or more	23.8%	10.9%	22.9%
Median Income (dolllars)	**31,610**	**20,306**	**30,853**
Mean Income (dollars)	**37,388**	**25,736**	**36,568**

Source: The Hispanic Population in the United States, March 1988, Current Population Reports, Series P-20 No 438

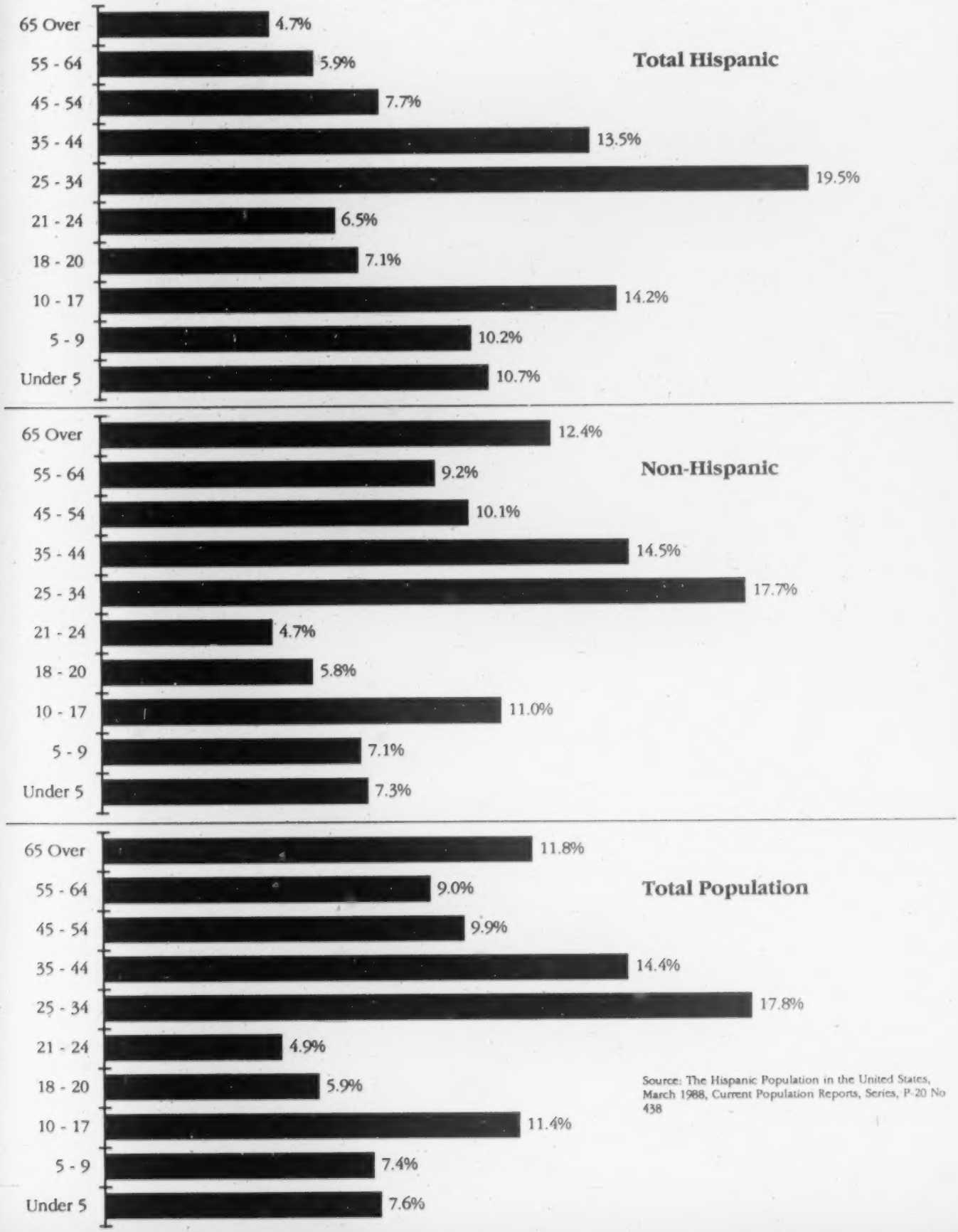
Age and Sex Distributions

Hispanics in the United States are a youthful and highly fertile population. The following graphics present age and sex distributions for Hispanics, non-Hispanics, and the total population. A comparison of the Hispanic and non-Hispanic age groups shows the non-Hispanic population to be more aged and relatively less fertile compared to Hispanics. The relatively greater concentration of the non-Hispanic population in the older age groupings and its corresponding lower fertility are both cause and effect of the lower growth rates shown for the group in the table on page 8, *Comparative Growth of U.S. Population Subgroups*. Only 31.2 percent of all non-Hispanics are 20 and under, compared to 42.2 percent of Hispanics. While 21.6 percent of non-Hispanics are 55 and older, only 10.6 percent of Hispanics are in that age group.

Because Hispanics have a greater percentage of their population in the prime child-bearing age classifications, a continuation of their rapid growth rate is assured for the near future. The group's median age is 25.5 years, while the median age for non-Hispanics is 32.9 years. Despite the youthful median age of the Hispanic population in 1988, it was somewhat older than the group's median age of 22.1 years in 1980.

The distribution of Hispanics and non-Hispanics differs by gender. While the non-Hispanic distribution by sex was 48.5 percent male and 51.5 percent female, the Hispanic distribution was 50.2 percent male and 49.8 female in 1988.

Age Distribution Profiles of U.S. Hispanics and Non-Hispanics,1988



Source: The Hispanic Population in the United States, March 1988, Current Population Reports, Series, P-20 No 438

Employment

A review of *Occupations of U.S. Hispanics and Non-Hispanics by Gender, 1988*, shows that more than half (57.1 percent) of all employed Americans are concentrated in the white-collar occupations. When this figure is disaggregated, it reveals that both Hispanic (56.8 percent) and non-Hispanic (71.2 percent) females are more likely to be employed in white-collar occupations than are their male counterparts.

The percent of non-Hispanic males considerably exceeds that of Hispanic males in all white-collar occupation categories, except for clerical and kindred work. The percent of non-Hispanic females exceeds that of Hispanic females in all white-collar occupations, especially in the professional and technical categories. Non-Hispanics proportionately exceed Hispanics in white-collar occupations because of the greater educational requirements of the white-collar professions. As will be shown in the analysis of Hispanic educational attainment, Hispanics lag behind the rest of the U.S. population in years of school completed at the high school and college levels. This has restricted Hispanic entry into white-collar positions, particularly the non-clerical occupations.

Over a quarter (27.1 percent) of employed Americans work in blue-collar occupations. When this figure is disaggregated, it shows that males are more than three and a half times as likely to be employed in such occupations as are females. Males (19.5 percent) are especially concentrated in craft and kindred jobs, compared to 2.3 percent of females.

The percent of both Hispanic males and females exceeds that of their non-Hispanic counterparts in all blue-collar, service, and farm occupations.

Both Hispanic and non-Hispanic females proportionately exceed their male counterparts in service occupations, while the reverse is true in farming, forestry, and fishing.

The traditional participation of Hispanics in agricultural work is shown in the percent employed as farm workers. While farm work represents only a small portion of the Hispanic employment base, in percentage terms it provides more than twice as many jobs for Hispanics as it does for the rest of the population.

Occupations of U.S. Hispanics and Non-Hispanics by Gender, 1988

Occupational Percentages	Total Population	Hispanic Male	Non Hispanic Male	Total Male	Hispanic Female	Non Hispanic Female	Total Female
White Collar Workers							
Professionals, Technical	16.5%	7.9%	16.0%	15.4%	10.0%	18.5%	17.9%
Managers, Administrators	12.4%	6.9%	14.4%	13.8%	7.3%	10.8%	10.6%
Sales	12.0%	7.1%	11.6%	11.3%	12.5%	12.9%	12.9%
Clerical and Kindred	16.2%	6.4%	5.6%	5.7%	27.0%	29.0%	28.9%
Subtotal	57.1%	28.3%	47.6%	46.2%	56.8%	71.2%	70.3%
Blue Collar Workers							
Craft and Kindred	11.7%	20.5%	19.4%	19.5%	3.5%	2.2%	2.3%
Operatives, Transport	11.3%	19.0%	14.1%	14.6%	14.3%	6.9%	7.3%
Laborers (not Farm)	4.1%	9.1%	6.1%	6.3%	2.3%	1.4%	1.5%
Subtotal	27.1%	48.6%	39.6%	40.4%	20.1%	10.5%	11.1%
Service Workers							
Private Household	0.8%	n/a	0.1%	0.1%	4.1%	1.5%	1.6%
Service	12.4%	14.8%	8.9%	9.4%	17.7%	15.9%	16.0%
Subtotal	13.2%	14.8%	9.0%	9.5%	21.8%	17.4%	17.6%
Farm Workers							
Farmering, Forestry, fish	2.6%	8.2%	3.7%	4.1%	1.5%	0.9%	0.9%
Subtotal	2.6%	8.2%	3.7%	4.1%	1.5%	0.9%	0.9%
Total	100.0%	99.9%	99.9%	100.2%	100.2%	100.0%	99.9%

Source: The Hispanic Population in the United States, March 1988, Current Population Reports, Series P-20 No 438

Comparative Educational Status

As can be noted in many of the major markets carried in the *Almanac*, the Hispanic population of the United States lags behind the total U.S. population in educational attainment. This is illustrated in the table below, *Comparative Education Status of U.S. Hispanics and non-Hispanics.* It is clear that Hispanics 25 years or older have completed fewer years of school than the rest of the population in that age category. For example, only 1.7 percent of non-Hispanics have less than 5 years of school, compared to 12.3 percent of the Hispanic population.

Likewise, in other categories, Hispanics are shown to be behind the rest of the U.S. population. Overall, 49 percent of all Hispanics have less than a high school education, and 51 percent have at least a high school education. In the rest of the U.S. population, only 22.1 percent have not completed high school.

The percentage of Hispanics who have completed four or more years of college, 10 percent in 1988, has risen since the 1980 census. However, the percentage of non-Hispanics with comparable attainment also has risen to 21 percent, so that Hispanics continue to lag behind the rest of the U.S population.

The relatively low educational attainment of Hispanics in the United States is due to several factors. The figures undoubtedly reflect the large-scale immigration of Hispanics, especially Mexicans, many of whom arrive with little education. A second factor relates to language difficulties which discourage many Hispanics from continuing their education beyond required levels or beyond those levels already achieved outside the United States.

Comparative Education Status of U.S. Hispanics and Non-Hispanics, 25 Years and Over, 1988

Years of School Completed	Total Hispanic	Non Hispanic	Total Population
Less Than 5 Years of School	1,223,000 12.3%	2,408,000 1.7%	3,639,000 2.4%
4 Years of High School or more	5,069,000 51.0%	110,366,000 77.9%	115,531,000 76.2%
4 Years of College or more	994,000 10.0%	29,752,000 21.0%	30,778,000 20.3%
25 Years and Older Total *	9,940,000	141,676,000	151,616,000

* Categories do not add up to the total shown because grade categories are missing.

Source: The Hispanic Population in the United States, March 1988, Current Population Reports, Series P-20 No 438

Use of Spanish Language

Spanish is clearly the second most important language in the United States. The 1980 Census estimated that 11,117,606 individuals, five or older, speak Spanish at home and that 1,537,457 children under five have parents who speak Spanish at home.

Although not shown in the table, it is interesting to note that 3,293,783 people, five and older, were estimated to speak only English in households in which others speak Spanish. Home speakers of Spanish represent 5.3 percent of the total five-and-older population; an additional 11,855,804, individuals, or 5.6 percent of the total five-and-older population, speak languages other than Spanish or English at home.

Home speakers of Spanish and others with Spanish language backgrounds experience difficulty in the English-speaking mainstream if they have not mastered English. The 1980 Census estimated that 1,770,047 home speakers of Spanish reported that they have difficulty speaking English. It was estimated that another 937,733 do not speak English at all.

However, it is important to note that almost all native-born Hispanics five years and older speak English well. Three out of four Hispanic immigrants use the English language on a daily basis after they have been in the United States for 15 years. The U.S. Hispanic population is highly bilingual.

Spanish Language Usage in the Total U.S. Population, 1980

Language Category	Persons 5-17 Years Number	%	Persons 18 and Over Number	%	Total Persons 5 and Over Number	%
Speak Only English at Home	42,922,138	90.5	144,309,205	88.7	187,231,343	89.1
Speak Spanish at Home	2,947,051	6.2	8,170,555	5.0	11,117,606	5.3
Speak Other Language at Home	1,582,047	3.3	10,273,757	6.3	11,855,804	5.6
Totals	47,451,236	100.0	162,753,517	100.0	210,204,753	100.0

Source: U.S Census Document PHC-80-S1-1

Accuracy of the National Census in Enumerating Hispanics

The 1980 Census provided the best ever decennial census count of U.S. Hispanics. This was due (1) to the addition of a question for all persons asking if they were Hispanic, (2) to a wide-spread Spanish-language promotion campaign, (3) to the use of local community liaison workers, and (4) to the employment of thousands of Hispanic enumerators and hundreds of Hispanic supervisory staff members.

Nevertheless, despite these and many other improvements, the 1980 Census did not enumerate all Hispanic persons residing in the United States.

Among those not well counted were the **undocumented persons** (those here illegally) who remained reluctant to declare themselves, despite Census Bureau statements guaranteeing that the Immigration and Naturalization Service would not have access to the raw Census data. Fear among undocumented persons cannot be measured, but how best to approach the undocumented was constantly an issue, not only in New York and along the U.S.-Mexico border, but also in Idaho, Louisiana, Delaware, Nebraska, South Carolina, Nevada, and many other areas not usually associated with the issue of undocumented workers. There is no accurate determination of how many undocumented individuals reside in the United States.

Many **migrant workers** who were mobile during the enumeration process were also overlooked. Census procedures are based on households. Migrant workers were enumerated if they spent time in an approved labor camp while the local enumerators canvassed the area, or if they were staying in a motel, boarding house, or campground on the evening of April 1. Those familiar with the extensive migrant streams and the varied migrant housing arrangements doubt that the Census Bureau adequately enumerated agricultural workers.

It was also difficult to count **Hispanic residents along the U.S.-Mexico border**, where the place of residence is often misreported and where post office boxes often are used instead of street addresses. Daily consumer traffic and a constant flow of immigrants across the border further complicated the situation.

Spanish monolinguals, who were supposed to be counted either through a Spanish language questionnaire or through face-to-face interviews conducted by a bilingual enumerator, also were under-counted. The first option (Spanish language questionnaire) required that respondents be literate, able to read and follow written instructions. The latter option required the assignment of skilled bilingual enumerators. Often, however, these assignments were not carried out as desired, and enumeration proceeded with ad hoc translations and less than adequate communication.

Hispanic persons illiterate in both English and Spanish constituted a fifth under-counted group. The 1980 Census depended largely on mail-out-mail-back documents which assume literacy on the part of an adult member of the household. A majority of Hispanics had less than a high school education at the time of the 1980 Census, and fully 43.3 percent of all Hispanics had only an elementary school education or less. Census follow-up procedures were supposed to contend with these situations. However, when the forms had been filled out, the editing process did not always discover errors due to illiteracy unless responses were inconsistent. Lack of literacy may have led to omissions of other members of the household or to misclassification due to confusion over race/ethnic definitions.

Lastly, the **children of mixed marriages** may not have been counted as Hispanics. Since adults report ethnicity for children, it is unclear whether a bias occurs when either the Hispanic or the non-Hispanic parent takes responsibility for filling out the Census form.

As indicated in the following sections, the probable undercount of the Hispanic population varied widely from one part of the country to another. In each case, there were at least three elements to be considered. The first was the quality of the Census office staff, which varied from professional and well-organized to ill-trained and disorganized. Second was the degree to which the local community cooperated, ranging from apathy to constant pressure for improved procedures. Finally, in some places extenuating circumstances affected the Census effort, such as weather, street disturbances, and other external factors outside the control of the Census officials.

For all the reasons given, Hispanics are more likely to be missed by the Census than non-Hispanics. In the 1980 Census, it is estimated that between 4 and 6 percent of Hispanics were missed, compared to only about 1 percent of the general population. Efforts have been made to increase the count of Hispanics in the 1990 Census.

COMPARATIVE ANALYSIS OF HISPANIC POPULATION GROUPS

Hispanic Group Population Size and Growth

Overall, the Hispanic population has registered significant growth since 1980, and all major Hispanic subgroups grew at rates significantly higher than the 6.6-percent increase in the rest of the U.S. population between 1980 and 1988.

The major Hispanic classifications in the United States are Mexican Americans, Puerto Ricans, Cuban Americans, Central and South Americans, and Other Hispanics. Of the 19,431,000 living in the United States in 1988 as estimated by the Census, 12,110,000 were of Mexican ancestry. This represents a 39.9 percent increase since 1980, allowing the Mexican American population to continue as the fastest growing of all Hispanic groups. A continuation of the growth rate, which is likely, would place the Mexican American population at 13,174,000 by 1990, comparable to the entire 1980 Hispanic population.

Puerto Ricans, referring to only those registered on the mainland, represent the second largest but slowest growing Hispanic group of the 1980s. In 1988 the Census estimated that 2,471,000 Puerto Ricans were living in the 50 states—an increase of 24.6 percent since 1980. A straight-line projection of the group's population yields a population of 2,611,000 by 1990.

The Puerto Rican population is trailed closely by the Central and South American group in population size. The latter group was estimated at 2,242,000 in 1988. Because the group was not recognized by the Census as a separate group in 1980, but was part of the Other Hispanics group, no rate or percent of change can be estimated for the time period. However, the Central and South American group is undoubtedly growing rapidly in size because large numbers of immigrants from these regions entered the country during the 1980s.

The Other Hispanic category was the fourth largest group with an estimated 1,573,000 in 1988. After the deletion of Central and South Americans from the Other Hispanic category, the Census estimated a growth rate of 26.2 percent from 1980 to 1988. A straight-line projection of the group's population yields a population of 1,668,000 in 1990.

In 1988 there were 1,035,000 Cuban Americans in the United States, as estimated by the Census. While this made them the smallest Hispanic group, they had the second highest growth rate—29.5 percent—between 1980 and 1988. Some of this increase was due to the mass arrival of immigrants from Mariel, Cuba, soon after the 1980 census had taken place. In the absence of similar dramatic events, it is difficult to see how the Cuban group can maintain a rapid growth rate in the 1990s because it is a less fertile group and because immigration from Cuba has virtually ceased. A straight-line projection, based on the 1980 to 1988 period, yields a population of 1,104,000 in 1990.

1990-2000 Population Growth Projections: Hispanic Subgroups

Population (thousands)	Census 1980	CPS Estimate* 1988	Annual Rate of Growth	Projection 1990	Projection 1995	Projection 2000
Total	222,461	241,155	1.0%	246,002	258,548	271,734
Hispanic	14,458	19,431	3.7%	20,924	25,177	30,294
Mexican	8,654	12,110	4.3%	13,174	16,261	20,070
Puerto Rican	1,983	2,471	2.8%	2,611	2,998	3,442
Cuban	799	1,035	3.3%	1,104	1,299	1,528
Cen/South Am.	1,776	2,242	2.9%	2,377	2,750	3,182
Other Hisp.	1,246	1,573	2.9%	1,668	1,929	2,232

* Current Population Survey

Projections derived from data in The Hispanic Population in the United States: March 1988, Current Population Reports, Series P-20, No. 438.

Age Distribution

The chart, *Comparative Age Distribution of Hispanic Groups*, presents the concentrations of each of the major Hispanic subgroups and the total U.S. population by age category. It also provides the median ages of each of the groups.

Comparing the median ages, it can be seen that the Mexican American population is the youngest, followed by the Puerto Rican population, and that the Cuban American population is by far the most aged. While the median age of the total U.S. population is 32.2 years, Mexican Americans and Puerto Ricans have a median age of only 23.9 years and 24.9 years, respectively. Cuban Americans are the only Hispanic group with a median age (38.7 years) exceeding that of the total population. The Other Hispanics and Central and South Americans have median ages (29.7 and 27.6 respectively) that fall in the middle range of median ages for the five Hispanic groups. Overall, the median age of Hispanics in the United States (25.5 years) is low, relative to the rest of the population (32.9 years).

The age distribution shows Hispanics nationally to be much more concentrated in the younger age categories than is the national population. For example, 42.2 percent of all Hispanics are 20 or under, compared to 31.2 percent for the rest of the U.S. population.

A similar comparison with the Hispanic groups shows Mexican Americans to be most concentrated in the 20-and-under age categories; 45.8 percent are 20 or under. Following closely behind are Puerto Ricans, with 44 percent concentrated in the 20- and-under ages, followed by Central and South Americans and Other Hispanics (36 percent and 34.1 percent, respectively).

Cuban Americans have considerably less population concentrated in the younger age categories (24.2 percent) than even the non-Hispanic population (31.2 percent) The 27.8 percent in the 55 and over age group compared to 17.6 percent of the rest of the total U.S. population push the Cuban median age higher than that of all Americans. In comparison to Mexican Americans, Cuban Americans have three times the percentage of persons 55 and over.

But, overall, Hispanics in the United States are a youthful population, the only exception being the Cuban American group. The youthfulness of U.S. Hispanics is both cause and effect of their rapid population growth and will continue to produce significant increases in the number of Hispanics in the near future.

Comparative Age Distribution of Hispanic Groups 1988

Age Distribution	Total Pop.	All Hispanic	Mexican American	Puerto Rican	Cuban American	Central and South American	Other Hispanic	Non Hispanic
Total (Thousands)	241,155	19,431	12,110	2,471	1,035	2,242	1,573	221,724
Percent	100.1%	100.0%	100.1%	99.9%	100.0%	99.9%	99.9%	99.8%
Ages								
Under 5	7.6%	10.7%	11.8%	10.6%	4.7%	8.5%	9.8%	7.3%
5 - 9	7.4%	10.2%	11.1%	11.3%	4.8%	8.0%	8.6%	7.1%
10 - 17	11.4%	14.2%	15.4%	15.4%	8.6%	11.5%	10.4%	11.0%
18 - 20	5.9%	7.1%	7.5%	6.7%	6.1%	8.0%	5.3%	5.8%
21 - 24	4.9%	6.5%	6.8%	6.1%	4.8%	7.0%	5.6%	4.7%
25 - 34	17.8%	19.5%	19.0%	18.2%	16.2%	23.6%	21.3%	17.7%
35 - 44	14.4%	13.5%	12.8%	14.3%	12.8%	16.7%	13.8%	14.5%
45 - 54	9.9%	7.7%	6.7%	7.4%	14.2%	8.9%	9.0%	10.1%
55 - 64	9.0%	5.9%	5.1%	6.0%	14.8%	5.1%	7.1%	9.2%
65 Over	11.8%	4.7%	3.9%	3.9%	13.0%	2.6%	9.0%	12.4%
Median Age	**32.2**	**25.5**	**23.9**	**24.9**	**38.7**	**27.6**	**29.7**	**32.9**

Source: The Hispanic Population in the United States: March 1988, Current Population Reports, series P-20, No. 438

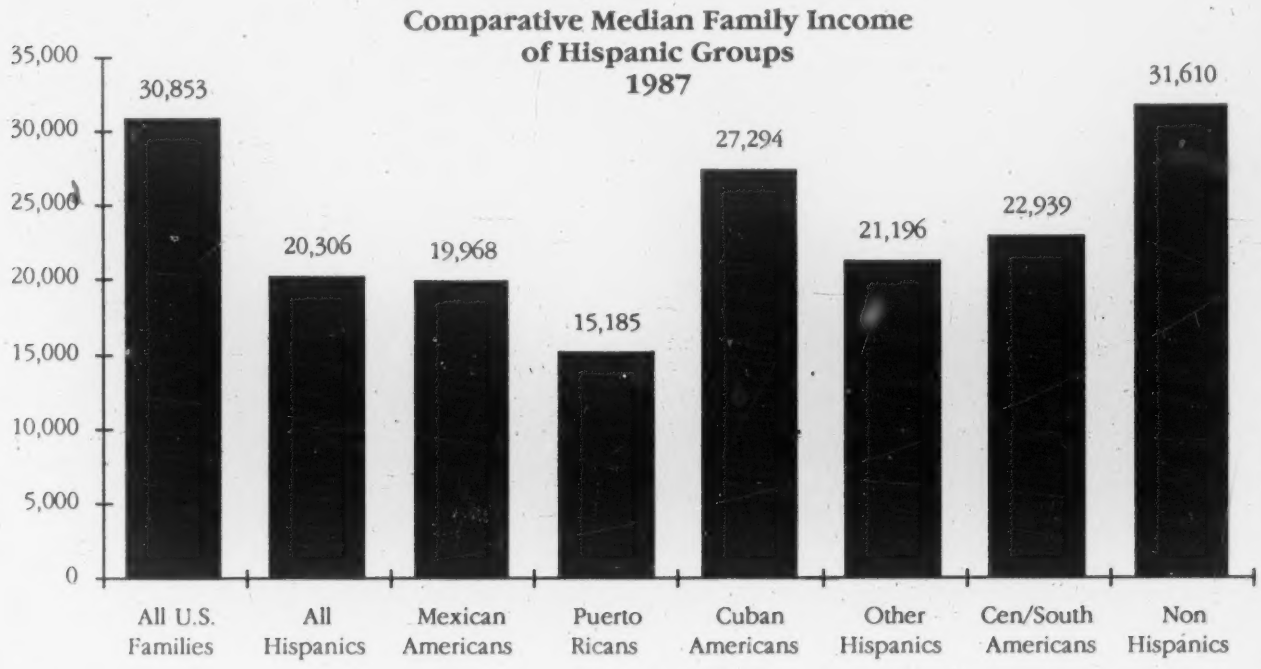
Sex Distribution

Sex Distribution of Hispanic Groups, 1988 documents the number of males and females by Hispanic subgroup. Nationally, the U.S. population consists of 51.4 percent females and 48.6 males. Hispanics, nationally, consist of 50.2 percent males and 49.8 percent females. The slightly higher percentage of males reflects the Mexican American group, the only group that has a majority of males. It also suggests a process of selective migration wherein higher percentages of males have entered the United States in pursuit of employment.

Sex Distribution of Hispanic Groups 1988

Hispanics Subgroups	Both Sexs		Male		Female	
	Number	%	Number	%	Number	%
Total Population	241,155	100.0%	117,260	48.6%	123,895	51.4%
Total Hispanic	19,431	100.0%	9,746	50.2%	9,685	49.8%
Mexican American	12,110	100.0%	6,239	51.5%	5,871	48.5%
Puerto Rican	2,471	100.0%	1,155	46.7%	1,316	53.3%
Cubans	1,035	100.0%	527	50.9%	508	49.1%
Cen./South Amer.	2,242	100.0%	1,060	47.3%	1,182	52.7%
Other Hispanic	1,573	100.0%	766	48.7%	807	51.3%
Non Hispanic	221,724	100.0%	107,514	48.5%	114,209	51.5%

Source: The Hispanic Population in the United States: March 1988, Current Population Reports, Series P-20, No. 438



Source: *The Hispanic Population in the United States* March 1988, Current Population Reports, Series P-20, No. 438

Income

Comparative Median Family Income of Hispanic Groups, 1987 shows how the income of each of the Hispanic groups compares to the others and to the national median. As indicated, the median family incomes of each of the groups and all Hispanics were below the median for all U.S. families ($30,853). The median family income of all Hispanics was almost $10,000 below and only 66 percent of that of all U.S. families. In 1980 the Hispanic median family income was 74 percent of the national median.

Of all Hispanic groups, Cuban Americans have the highest median family income. In 1987 their median of $27,294 per year exceeded the $22,939 of Central and South Americans, the $21,196 of Other Hispanics, the $19,968 of Mexican Americans, and the $15,185 of Puerto Ricans. While all groups are below the national median for all U.S. families, the $15,185 median family income of the Puerto Rican population is extremely low, less than half (49.2 percent) the national median.

Comparative Income Distribution of Hispanic Groups, 1987 indicates where family incomes for each group are concentrated within a range of income levels. As expected from a review of median family incomes, the Other Hispanic origin population (which in this table includes Cubans, Central and South Americans, and Other Hispanics) exhibits higher percentages of family incomes in the higher income categories, and Puerto Rican and Mexican Americans exhibit higher percentages of family incomes in the lower income categories.

Comparative Income Distribution of Hispanic Groups 1987

Income Subgroup	Total Population	Total Hispanics	Mexicans	Puerto Ricans	Other Hispanics*	Non Hispanics
Total (thousands)	65,133	4,588	2,671	688	1,250	60,545
Less than $7,500	8.0%	15.9%	13.3%	28.7%	14.5%	7.4%
$7,500 - $14,999	12.8%	21.8%	24.0%	21.0%	17.2%	12.1%
$15,000 - $22,499	14.4%	17.5%	18.5%	14.6%	16.9%	14.3%
$22,500 - $29,999	13.1%	12.8%	13.4%	12.4%	11.7%	13.2%
$30,000 - $37,499	13.0%	10.7%	10.6%	9.1%	11.7%	13.2%
$37,500 - $49,999	15.7%	10.5%	10.2%	6.7%	13.3%	16.2%
$50,000 or more	22.9%	10.9%	9.9%	7.6%	14.6%	23.8%
Median Income (dollars)	**30,853**	**20,306**	**19,968**	**15,185**	**23,362**	**31,610**
Mean Income (dollars)	**36,568**	**25,736**	**25,010**	**20,553**	**30,057**	**37,388**

*Includes Cuban, Central/South American, and Other Hispanic Origin individuals.

Source: The Hispanic Population in the United States: March 1988, Current Population Reports, Series P-20, No. 438.

Employment

Major Occupations of Hispanic Groups provides a comparative analysis of the occupations of Hispanic population groups. Overall, Hispanics are less concentrated in white-collar occupation and more concentrated in blue-collar, farm, and service occupations, relative to the total U.S. population.

Among Hispanics, Cuban Americans (58.8 percent) are most concentrated in white-collar occupations, followed by Puerto Ricans (45.9 percent) and Other Hispanics (44.8 percent). Mexican Americans (34.7 percent) are least concentrated in white-collar jobs. With respect to blue-collar occupations, Mexican Americans,40.7 percent, are most concentrated in this category, while Cuban Americans (28.5 percent) are found least often in these occupations. But compared to the total U.S. population, all Hispanic groups are more concentrated in blue-collar occupations.

Mexican Americans exceed the national participation rate of all Americans in farm occupations. This group has filled a high proportion of the agricultural jobs in the United States. With the exception of Cuban Americans, all Hispanic groups exceed the participation of the total U.S. population in service occupations.

Major Occupations of Hispanic Groups 1988

Percentages	Total Population	Hisp. Pop.	Mexican	Puerto Rican	Cuban	Other*	Non Hispanic
White Collar Workers							
Professionals, Technical	16.5%	8.8%	6.7%	10.4%	13.1%	12.0%	16.1%
Managers, Administrators	12.4%	7.1%	5.9%	8.0%	14.4%	7.5%	12.8%
Sales	12.0%	9.3%	8.5%	5.9%	14.6%	11.1%	12.2%
Clerical and Kindred	16.2%	14.7%	13.6%	21.6%	16.7%	14.2%	16.3%
Subtotal	57.1%	39.9%	34.7%	45.9%	58.8%	44.8%	57.4%
Blue Collar Workers							
Craft and Kindred	11.7%	13.6%	15.0%	11.6%	10.1%	11.9%	11.6%
Operatives, Transport	11.3%	17.1%	18.1%	17.2%	14.8%	15.0%	10.8%
Laborers (not Farm)	4.1%	6.4%	7.6%	6.8%	3.6%	3.8%	4.0%
Subtotal	27.1%	37.1%	40.7%	35.6%	28.5%	30.7%	26.4%
Service Workers							
Private Household	0.8%	1.6%	1.5%	0.3%	0.9%	2.9%	0.7%
Service	12.4%	16.0%	15.1%	17.2%	10.8%	19.3%	12.1%
Subtotal	13.2%	17.6%	16.6%	17.5%	11.7%	22.2%	12.8%
Workers in							
Farming, Forestry, Fishing	2.6%	5.5%	7.9%	1.1%	0.9%	2.3%	2.4%
Subtotal	2.6%	5.5%	7.9%	1.1%	0.9%	2.3%	2.4%
Total	100.0%	100.1%	99.9%	100.1%	99.9%	100.0%	99.0%

*Includes Central and South Americans, and Other Hispanics

Source: The Hispanic Population in the United States: March 1988, Current Population Reports, series P-20, No. 438

CHARACTERISTICS OF THE MEXICAN AMERICAN POPULATION

Socioeconomic Status

Perhaps the Hispanic group most difficult to categorize, due to its size, geographic distribution, and diverse history, is the Mexican American—Hispanics of Mexican origin. They consist of recent arrivals as well as descendants of families who lived in what is now the United States well before the arrival of the English at Plymouth Rock. Predominantly a rural and agricultural people through the early 1900s, Mexican origin persons now are more urbanized than the general U.S. population. This rapid transformation over a period of four to five decades has changed the nature of this group.

Prior to World War II, most Mexican Americans were relegated to low socioeconomic status. Many of the group's labor force were seasonal migrant workers. Over time, many Mexican origin persons became part-time residents in small-to-medium-sized towns (particularly along the U.S.-Mexico border) and part-time seasonal migrant workers. This pattern was significant because it provided a relatively stable site for the integration of new migrants and immigrants from Mexico. The next step, from small town to large city, was accelerated by the mechanization of agriculture and by the demand for labor to construct the growing metropolitan areas of the Southwest.

Some Mexican origin families who traveled with the migrant flows through the agricultural Midwest and Pacific Northwest "settled out " and became permanent residents of some areas, drawn by the availability of more stable industrial jobs. This helped create Hispanic populations in Chicago, the Yakima Valley, and other locations outside the Southwest where jobs were available in railroad construction and the cattle industry. Many Mexican Americans also began to migrate to California, and over the past 40 years, California's Mexican American population has continued to increase relative to the Mexican origin population in Texas, New Mexico, and Colorado.

An important feature of the Southwestern states, where most Mexican Americans are found, is their proximity to the U.S.-Mexico border. The two countries share twin cities, binational markets, and a long history of economic interdependence. (See the section of the Almanac describing the binational markets).

The Southwest traditionally has been a low-wage area, compared to other parts of the United States, and the fact that Mexican origin persons are concentrated in this region reduces their overall national income. For the near future, the large over-supply of labor in the border areas is likely to depress wages in those areas.

Concentration

According to the most recent government data, the Mexican American population is highly concentrated in two states: California and Texas. As the map *Concentration of Mexican Americans in the United States* indicates, 3,637,466, or 41.6 percent of the total group, resided in California as of 1980. Texas had a total of 2,752,487 Mexican Americans, which adds another 31.5 percent to the total. Thus, in 1980, fully 73.1 percent of the nation's Mexican Americans were concentrated in these two states. Illinois contained 4.7 percent; Arizona contained 4.5 percent. In other words, 82.3 percent of all U.S. Mexican Americans lived in these four states in 1980.

Statistical Summary

In 1988 an estimated 12,110,000 Hispanics of Mexican ancestry lived in the United States. This represented a large increase—39.9 percent—from 1980-1988, attributable to a combination of immigration and the group's high fertility. They are projected to increase to 13,174,000 by 1990.

In 1980 Mexican Americans comprised 59.8 percent of all Hispanics in the United States. They are projected to comprise 63 percent of all U.S. Hispanics by 1990.

The median age of the population is 23.9 years, compared to a median age of the overall U.S. population of 32.2 years. Whereas 57.6 percent of the total U.S. population is under 35, fully 71.6 percent of the Mexican American population is under 35.

The median family income of Mexican Americans for 1987 was $19,968. This placed the group significantly below the national median family income of $30,853. Some 37.3 percent of the Mexican American population earned under $15,000 per year, 31.9 percent earned between $15,000 and $30,000 per year, and 30.7 percent earned in excess of $30,000 per year.

Compared to the total U.S. population, the occupations of the Mexican American labor force reflect a relatively low concentration in white-collar jobs and a relatively high concentration in blue-collar jobs, farm work, and service occupations. Some 34.7 percent of Mexican Americans hold white-collar positions compared to 57.1 percent of the total population, and 40.7 percent of the group are blue-collar workers, compared to 27.1 percent of the total population.

In summary, the Mexican American population, though increasingly dispersed, is still highly concentrated geographically, is growing rapidly, is youthful, earns relatively low incomes, and is more likely to be concentrated in blue-collar occupations.

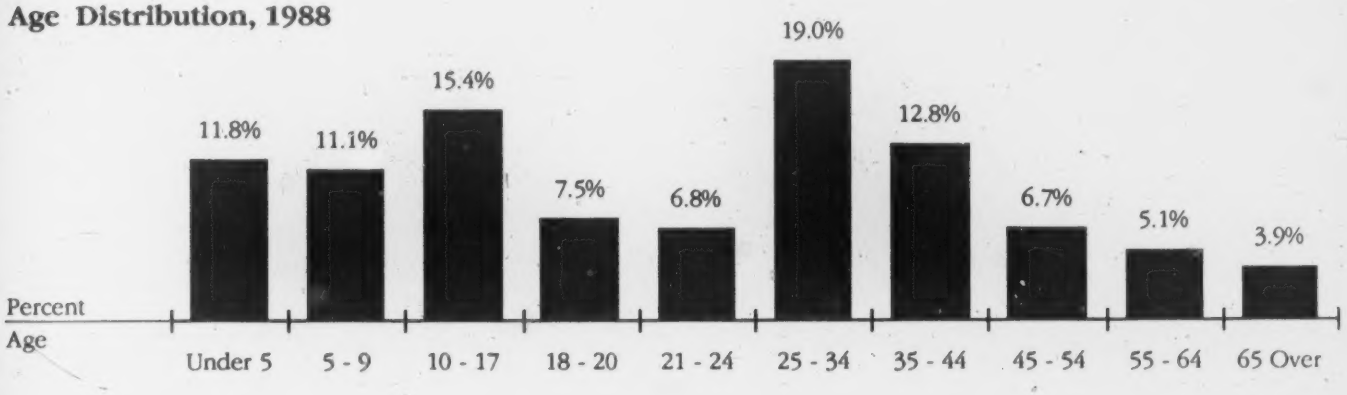
Concentration of Mexican Americans in the United States 1980

Numbers included within the states' boundaries are the 1980 census counts of Mexican Americans.

Source: Data from Census Report PC80-S1-7

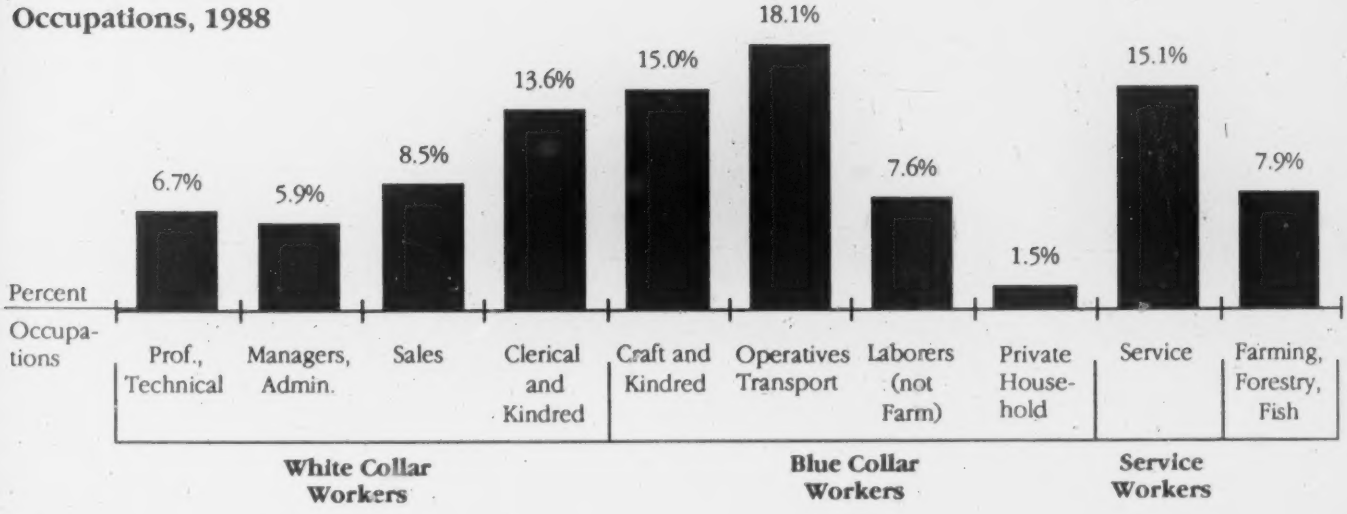
Concentration	State	%
(Percentage of Total	California	41.6
Group Concentrated in	Texas	31.5
Selected States)	Illinois	4.7
	Arizona	4.5
	4 State Total	82.3

Age Distribution, 1988



Income Distribution, 1987

Occupations, 1988



Source: The Hispanic Population in the United States: March 1988, Current Population Reports, series P-20, No. 438

CHARACTERISTICS OF THE PUERTO RICAN POPULATION

Socioeconomic Status

Puerto Ricans are the most metropolitan of Hispanic populations in the United States, and New York City has been their center since the early 1900s. Historically—and currently—Puerto Ricans migrate to the mainland in search of employment. U.S. citizens by birth, Puerto Ricans have free access to the United States, but it was not until the post-World War II period that Puerto Rican migration and settlement on the mainland became significant.

Mainland Puerto Ricans are not easy to categorize. Some are recent arrivals from the island, while some move back and forth between the island and the mainland. Still others are U.S. born. Each of these groups is distinct.

One of the characteristics of the Puerto Rican population is its pattern of migration. While many Puerto Ricans have moved to cities in New Jersey and Connecticut within the New York metropolitan area, others have chosen to jump to Philadelphia, Boston, Cleveland, Chicago, San Francisco, and other locations.

A second characteristic of the Puerto Rican population is its poverty. Socioeconomic indices for Puerto Ricans generally are the lowest of all Hispanic groups; the numbers of poor inner-city Puerto Ricans statistically overwhelm the smaller, better educated Puerto Rican population. According to the March 1988 Current Population Survey, 49.7 percent of mainland Puerto Rican families had annual incomes of less that $15,000, and over half those families have incomes under $7,500—figures related to the fact that large numbers of mainland Puerto Rican families (44 percent) are headed by women.

Finally, Puerto Ricans must be viewed as a dynamic population. Although the recent increase in net immigration is a fraction of the post-World War II period that peaked in the 1950s, one should not underestimate the magnitude of their movements between the island and the mainland. These flows continually change the character of the Puerto Rican population, on the island as well as in the United States. However, the overall growth of the U.S. Puerto Rican population is no longer dependent upon the island-to-mainland migration, but is largely the result of natural increase. Mainland Puerto Ricans, originally a migrant population, are increasingly a native-born population.

Concentration

According to the most recent government data available, the Concentration of Puerto Ricans in the United States shows where Puerto Ricans resided in 1980. New York was by far the state with the most Puerto Rican residents. Almost half (49 percent) of the group's total population of 2,013,945 lived in that state, and the vast majority of those were concentrated in the New York SMSA.

The bordering state of New Jersey also has a large Puerto Rican population, accounting for another 12.1 percent of the 1980 total. Over 60 percent of all Puerto Ricans in the 50 states lived in New York and New Jersey in 1980. Illinois, Florida, and California also had relatively large Puerto Rican populations; in 1980 an additional 15 percent of all mainland Puerto Ricans resided in those three states. Thus, three of every four Puerto Ricans (76.8 percent) in 1980 lived in the five states of New York, New Jersey, Illinois, Florida, and California.

Statistical Summary

Summary statistics for the Puerto Rican population living on the mainland are presented in Statistical Profile of Puerto Ricans. The 1988 estimate of 2,471,000 mainland Puerto Ricans represented an increase of 24.6 percent over 1980. This growth was largely the result of the group's youth and high fertility. They are projected to increase to 2,611,000 by 1990. In 1980 Puerto Ricans represented 13.7 percent of all Hispanics living in the 50 states. They are projected to comprise 12.5 percent of all U.S. Hispanics by 1990. The median age of the group is 24.9 years, compared to 32.2 years for the total U.S. population, and 68.3 percent of the group is under the age of 35, compared to 55 percent of the total U.S. population.

The Puerto Rican population is a low-income group. The $15,185 median family income reported for 1987 was substantially below the median family income of all Americans, $30,853. A very high 49.7 percent of Puerto Rican families earned less than $15,000 per year; 27 percent earned between $15,000 and $30,000, and 23.4 percent earned $30,00 or more.

The four most common occupational categories of the Puerto Rican labor force are clerical and kindred workers (21.6 percent), craft and kindred workers (11.6 percent), operatives (17.2 percent), and service workers (17.2 percent). Fully 67.6 percent of all employed Puerto Ricans hold a position in one of these occupational categories. Overall, compared to the total U.S. population, the group is less concentrated in white-collar occupations and farm work, and more concentrated in blue collar positions and service work.

In summary, the Puerto Rican population in the United States is youthful, is still growing at an impressive rate, has a relatively low income, and tends to be employed in blue-collar and service occupations to a greater extent than is the general population.

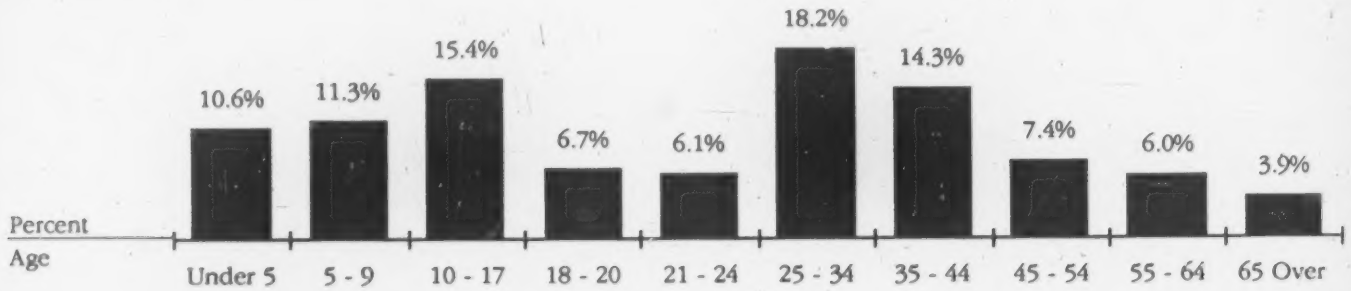
Concentration of Puerto Ricans in the United States, 1980

Numbers included within the states' boundaries are the 1980 census counts of Puerto Ricans

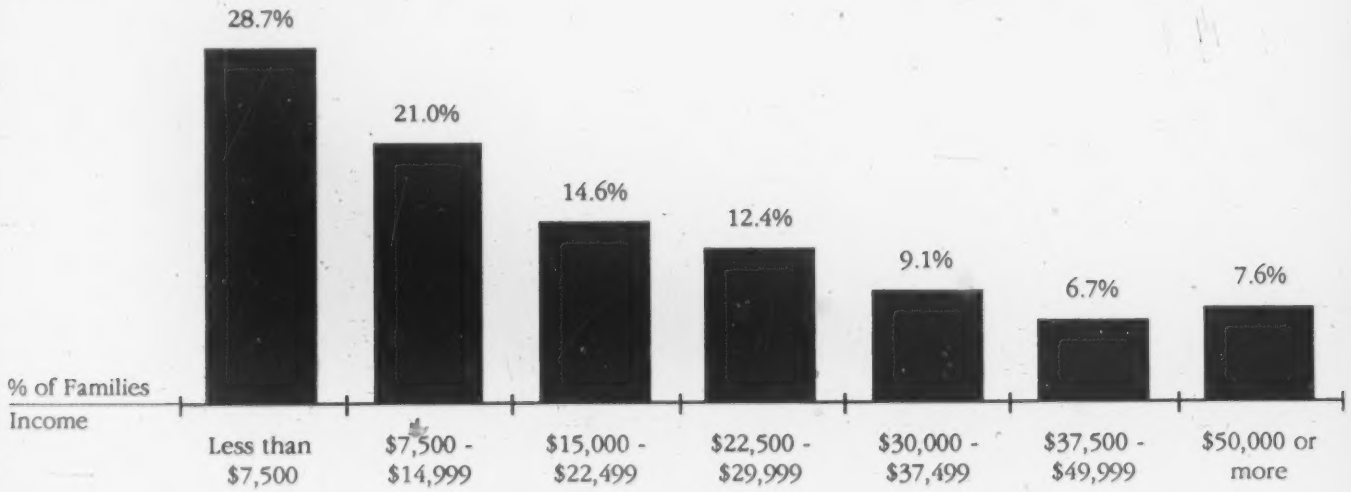
Source: Data from Census Report PC80-S1-7

Concentration	State	%
(Percentage of Total Group Concentrated in selected States)	New York	49.0
	New Jersey	12.1
	Illinois	6.4
	Florida	4.7
	California	4.6
	5 State Total	76.8

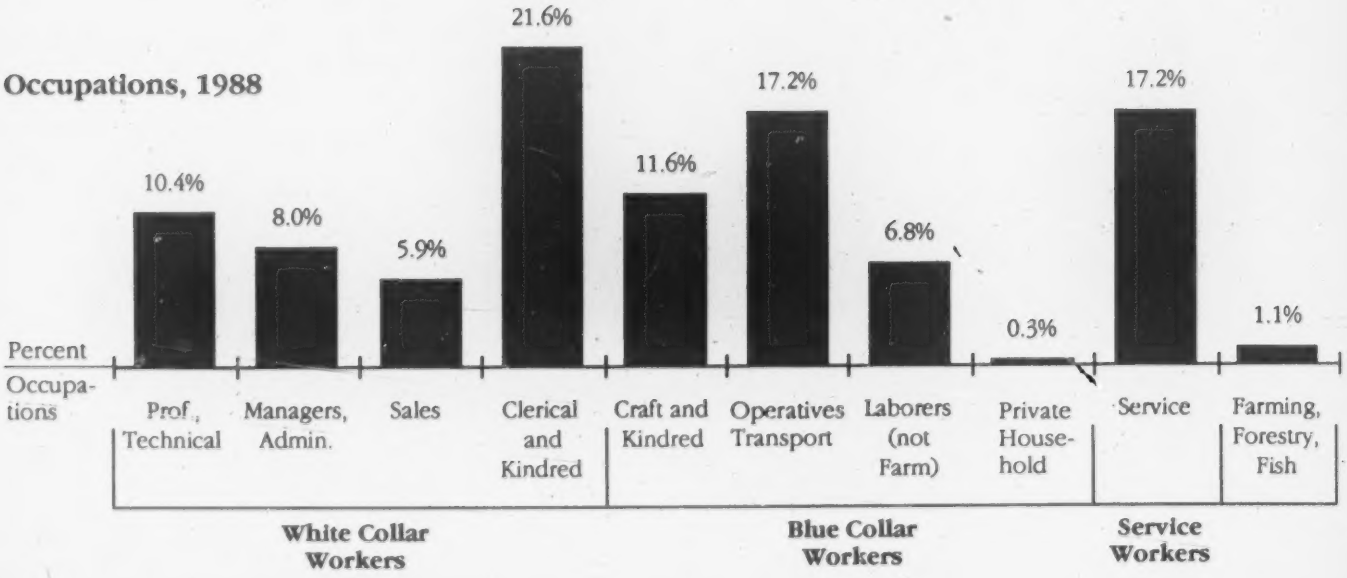
Age Distribution, 1988



Income Distribution, 1987



Occupations, 1988



Source: *The Hispanic Population in the United States:* March 1988, Current Population Reports, series P-20, No. 438

CHARACTERISTICS OF THE CUBAN AMERICAN POPULATION

Socioeconomic Status

Cuban Americans are not a homogeneous or easily understood population, although the vast majority arrived in the United States within the last 30 years.

For descriptive purposes, the U.S. Cuban population can be divided into several groups—the Cuban refugees, excluding the Mariel entrants; the Mariel entrants themselves; those born in the United States; and those who live outside Florida. Obviously, some of these groups overlap considerably.

The Cuban refugees have received a great deal of attention because of their industriousness and determination. From a tenuous economic foothold in the early 1960s, the group has launched many social and economic initiatives over the past three decades. In the process, they have produced a major economic revitalization of Florida's Miami area.

Compared with other Hispanic groups, the Cuban refugees are characterized by a relatively high proportion of elderly persons, high levels of educational attainment, and relatively high levels of income, business ownership, and affluence. They tend to be active in community affairs, politically conservative, and strongly linked with Latin America. Overall, the Cuban refugees appear to be a group striving for, and to a great extent achieving, the American dream.

The second group is composed of the children of refugees, either U.S.-born or brought into the United States at an early age. One positive characteristic of this bilingual second group is its higher-than-average educational level, which should lead to significant social and economic advances.

Both groups—the earlier refugees and their children—are in transition. By virtue of its age, the older generation will decrease in size dramatically over the next decade, and the U.S. born generation will be challenged to reach the same levels of success as did the older generation.

As for the Mariel entrants, the vast majority of these 125,000 immigrants of the 1980 boatlift have adjusted fairly well to life in the United States, notwithstanding negative media coverage, some exaggerated reports of violence in the relocation camps, and actual crimes committed by a small majority. Their adjustment is not as successful and salient as that of the 1960 Cuban immigrants. But their arrival process was more disorganized, occurred over a shorter time span, and took place during a period of economic crisis in the United States.

Cuban Americans who live outside Florida—mainly in New Jersey, New York, and California—in many cases live where they do because of the U.S. Cuban relocation program; others have found the educational and employment opportunities in these areas more appealing.

Cuban Americans fare better than the other Hispanic groups with respect to socioeconomic indices. Although they lag behind the rest of the population on these indices, they are closing the gap to some extent.

Concentration

As the map, Concentration of Cuban Americans in the United States shows, this Hispanic group is highly concentrated in a few states, and more evenly dispersed over the remainder of the 50 states. A full 85.8 percent of the nation's Cuban Americans live in four states: Florida, New Jersey, New York, and California. Some 470,250 or 58.5 percent live in Florida. New Jersey accounts for another 10.1 percent, New York 9.6 percent, and California 7.6 percent. More striking, however, is the fact that 50.7 percent of all Cuban Americans in the United States live in the Miami SMSA (Dade County, Florida). This makes the Cuban American population the most geographically concentrated of the Hispanic population groups.

Statistical Summary

Statistical Profile of Cuban Americans provides summary data on Cuban Americans in the United States. As may be seen, the size of the Cuban American population in 1988 was estimated at 1,035,000. This represented a 29.5 percent increase from 1980. A continuation of this growth rate will bring the total population of the group to 1,104,000 by 1990. Cuban Americans comprised 5.5 percent of the total U.S. Hispanic population in 1980, and are projected to comprise 5.3 percent by 1990.

The age statistics show that Cuban Americans are a relatively aged population. The group's median age is 38.7 years. Although Hispanics as a whole tend to be youthful, the median age of Cuban Americans is considerably higher than the 32.2 years of the total U.S. population. Some 29.0 percent of all Cuban Americans are 45-64 years of age, compared to 18.9 percent of the total U.S. population. The concentration in this age range is due to the immigration of younger Cubans during the early '60s.

Income statistics estimated by the Census for 1987 revealed that Cuban Americans have the highest median family income of the major Hispanic groups. The group's median family income was $27,294 or 88.5 percent of the median family income for the total U.S. population.

Cuban Americans are most concentrated in the white- and blue-collar occupations and less concentrated in the farm and service occupations, compared to the total U.S. population. Compared to other Hispanic population groups, the group's labor force is more concentrated in white-collar occupations. Overall, 58.8 percent are in white-collar occupations; 28.5 percent are blue-collar workers; 0.9 percent are farm workers; and 11.7 percent are service workers.

In summary, Cuban Americans are the oldest, highest earning, most geographically concentrated, and most white-collar-employed of the major Hispanic population groups.

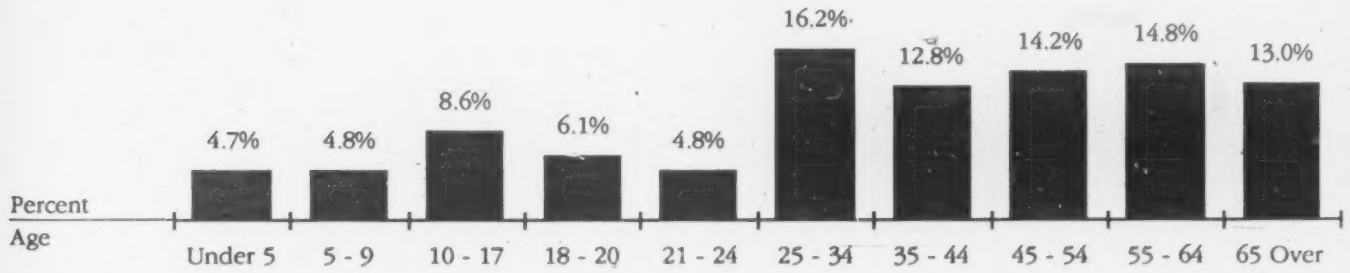
Concentration of Cuban Americans in the United States, 1980

Numbers included within the states' boundaries are the 1980 census counts of Cuban Americans

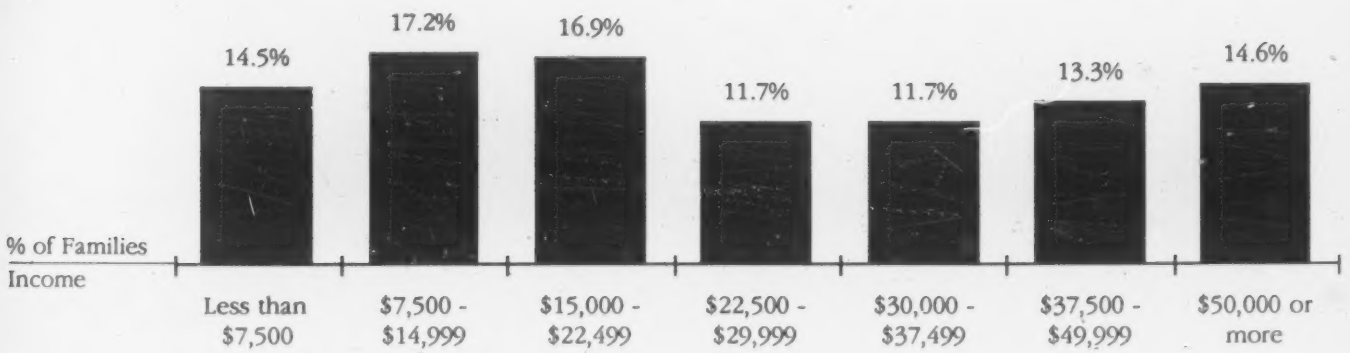
Source: Data from Census Report PC80-S1-7

Concentration	State	%
(Percentage of Total	Florida	58.5
Group Concentrated in	New Jersey	10.1
selected States)	New York	9.6
	California	7.6
	4 StateTotal	85.8

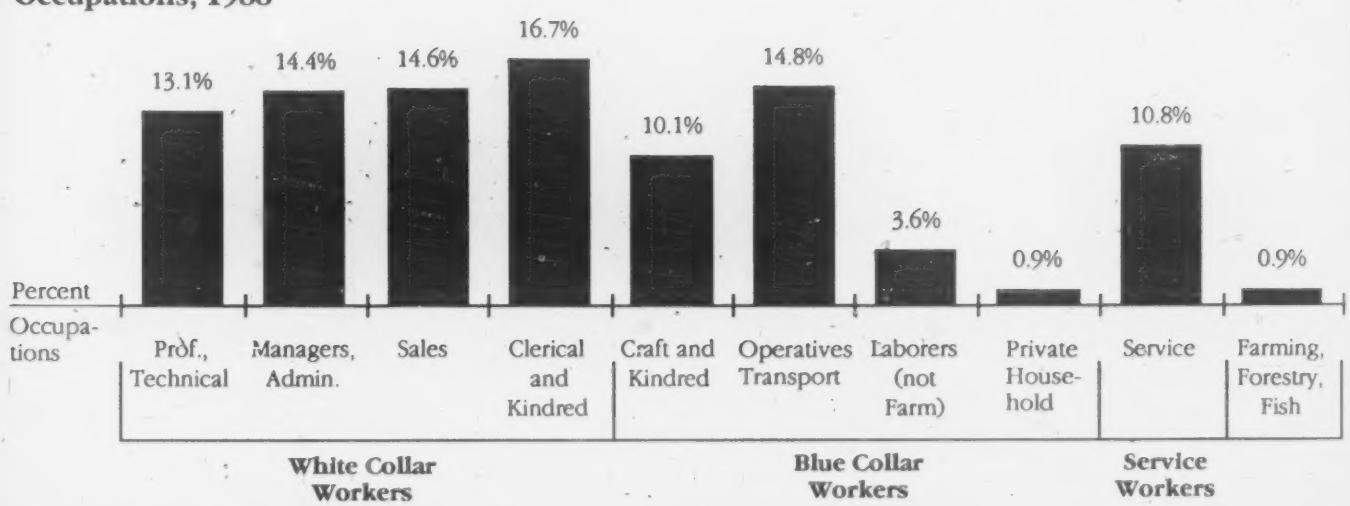
Age Distribution, 1988



Income Distribution, 1987*



Occupations, 1988



*Includes Central/South Americans, and other Hispanics

Source: *The Hispanic Population in the United States* March 1988, Current Population Reports, series P-20, No. 438

CHARACTERISTICS OF THE CENTRAL AND SOUTH AMERICAN AND OTHER HISPANIC POPULATIONS

Socioeconomic Status

"Other Hispanics" originally was assumed to be a minor category needed to classify Hispanics other than Puerto Ricans or those of Mexican or Cuban ancestry. That is, it was established for the classification of Hispanics from Central and South America, Spain, and the Canary Islands. It was also designed to include the children of marriages between a Hispanic and a non-Hispanic and the offspring of marriages between members of different Hispanic groups.

But by the 1980 Census, Other Hispanics had grown to rank second among the major Hispanic groups. Its large and varied composition made it difficult to consider as a single entry. During the 1980s the Census Bureau split the category into two categories for use in its Current Population surveys. The Bureau now classifies Central and South Americans into one group, and puts the remaining Hispanics, as well as those who identify as Latino or Hispanic, into Other Hispanics.

Unfortunately, the Census Bureau does not always publish separate data on the two groups. The reader should carefully note which groups or combination of groups are referred to in each of the charts and statistics in this section.

Central and South Americans

Central and South Americans can be further divided into at least three groups:

Highly Skilled Latin American Immigrants. These young, skilled workers originate usually from South America or Costa Rica and other Central American countries. College-educated and often trained in specialty areas (engineering, law, architecture, etc.), these immigrants find their country's local economy unable to absorb them into the job structure. They migrate to the United States in search of opportunity to utilize their training.

Refugee Professional Class. Well-trained like their counterparts above, these individuals, once employed in universities or government, are impelled to leave their native countries due to a change in political leadership.

Central and South American Economic Refugees. These individuals, often from small towns in rural El Salvador, Guatemala, and Nicaragua, as well as South American countries, come to the United States seeking work and an opportunity to better their lives. They are caught in the cross fire—often literally—of rival political factions in their countries. Their educational levels are lower, and they are generally poorer. Should they find steady work, it probably will be in the service and operative occupations; should they fail to locate employment, their lives become a constant struggle for survival.

Other Hispanics

Other Hispanics can also be divided into at least three groups.

Hispanos in the Southwest. "Hispanos" are long-term residents (five or more generations) of the Southwest, especially New Mexico, whose origins are Spanish and Indian stock. Until the late 19th century this group lived in relative obscurity. Over time, "Hispanos" have acquired a unique identity which distinguishes them from the Mexican-origin populations of the Southwest. They are likely to work in mining, agriculture, or related occupations, in stark contrast to the more urbanized populations found among the other various Hispanic groups. Others are urban residents spanning the full spectrum of occupations. As a whole, "Hispanos" are older and contribute heavily to the elderly component found in the "Other Hispanic" category.

Mixed-Hispanics. "Mixed Hispanics" are the offspring of marriages between members of different Hispanic groups. The "mixed-Hispanic" usually lives in a major metropolitan area where contact among other Hispanic groups is possible. Some "mixed-Hispanics" are the offspring of couples with low-sociological status, while others result from marriages of middle- or upper-class individuals who share commonalities other than origin.

Part-Hispanics. "Part-Hispanics" are the children of a marriage between a Hispanic and a non-Hispanic. The "part-Hispanic" is normally a U.S.-born person whose Hispanic parent either has lived in the United States for a long period of time or is a well-educated immigrant from South America. The "part-Hispanic" has the advantage of understanding the U.S. system and possesses relatively easy access to alternatives for advancement.

Concentration

Numerical counts by states of Central and South Americans and Other Hispanics have not been collected yet by the Census Bureau. The public will have to wait until the results of the 1990 Census are made available. Therefore, a map indicating state populations is not provided.

Central and South Americans are concentrated in states receiving substantial immigration (California, New York, Florida, Texas, and Illinois). They are also less geographically concentrated than the other four major Hispanic groups which tend to be concentrated in distinct regions or a few neighboring states.

As indicated, the Hispanos of the Other Hispanic category are highly concentrated in the Southwestern states, especially New Mexico, Arizona, and Colorado. However, the remaining Other Hispanics are widely dispersed throughout the country.

Statistical Summary

Statistical Profile of Central and South Americans and of Other Hispanics presents population, age, and some combined income and occupational data for both groups. The population statistics show that there were an estimated 2,242,000 Central and South Americans and about 1,573,000 Other Hispanics in the United States in 1988. The two groups represent 11.3 percent and 8 percent, respectively, of all Hispanics living in the 50 states.

Central and South Americans are a relatively young population. Their median age is 27.6 years. Other Hispanics are somewhat older, with a median age of 29.7 years. The median age of both groups is still younger than the median age, 32.2 years, of the total population. Sixty-seven (66.6) percent of Central and South Americans and 61 percent of Other Hispanics are under the age of 35, compared to 55 percent of the total U.S. population.

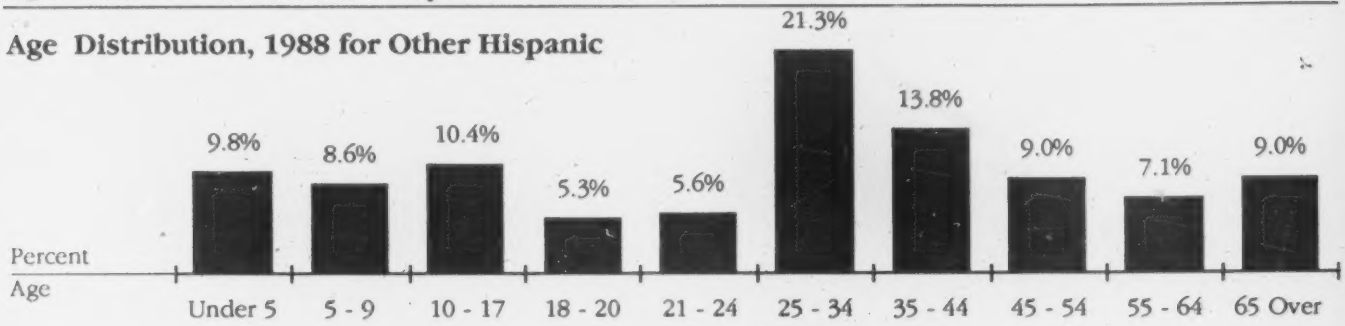
As indicated in an earlier section, the median family incomes for Central and South Americans and Other Hispanics were $22,939 and $21,196, respectively, in 1987. Both median family incomes are higher than the Mexican American and Puerto Rican median family incomes, but not as high as the Cuban American. The income distribution provided on page .. includes Central and South Americans, Other Hispanics, and Cuban Americans. Because of the inclusion of the Cuban American income (median income of $27,294), the median family income of this combined group rises to $23,362. Thirty-two (31.7) percent of the combined group earned under $15,000 in 1987; 28.6 percent earned between $15,000 and $30,000; and 39.6 percent earned over $30,000.

The occupational distributional profile includes both Central and South Americans and Other Hispanics. The occupational distribution of this combined group reflects lower concentrations in the white-collar and farm work occupations and higher concentrations in the blue-collar and service occupations than does the national population. Some 44.8 percent of the combined group works in the white-collar occupations, 30.7 percent in the blue-collar occupations, 2.3 percent in the farm work occupations, and 22.2 percent in the service occupations, the highest percentage of any Hispanic group.

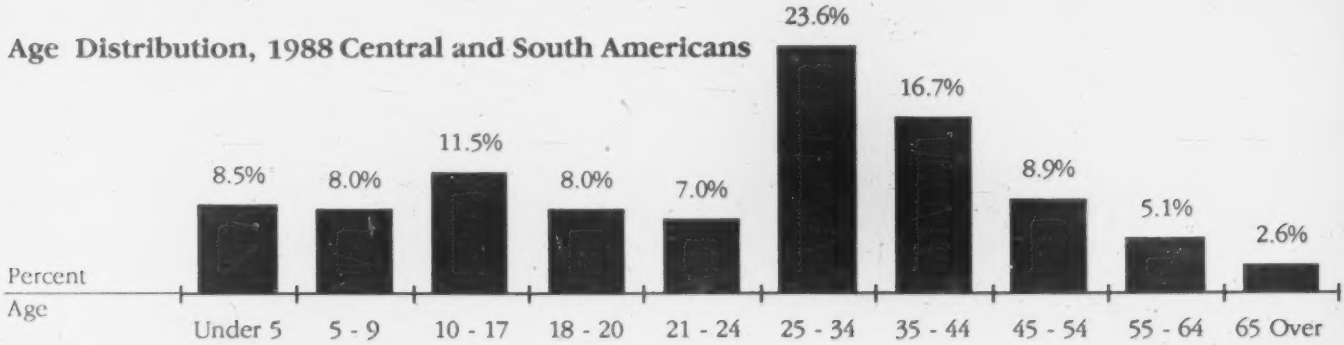
Overall, Central and South Americans and Other Hispanics are relatively young. The 1990 Census will show that they are both growing at a rapid pace. They have higher family incomes than Mexican Americans and Puerto Ricans, and are more service and blue-collar oriented than the total national population.

Statistical Profile of Other Hispanic Americans

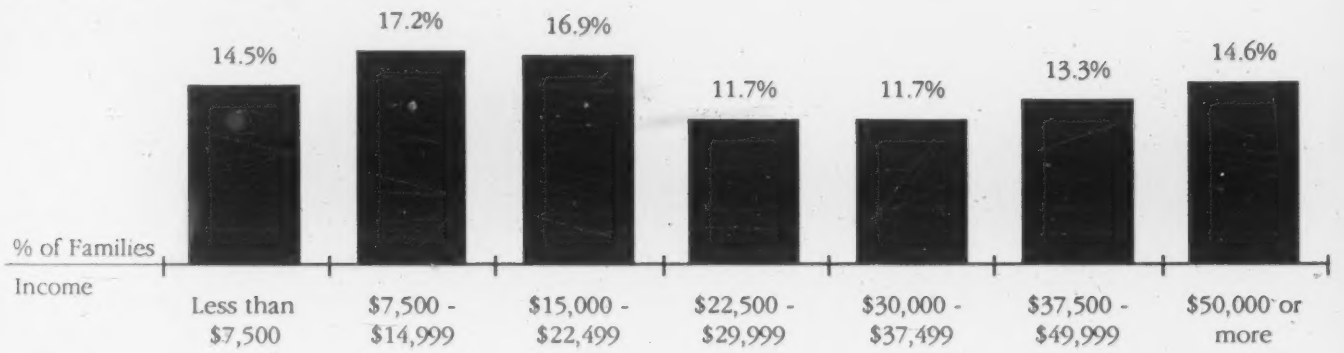
Age Distribution, 1988 for Other Hispanic



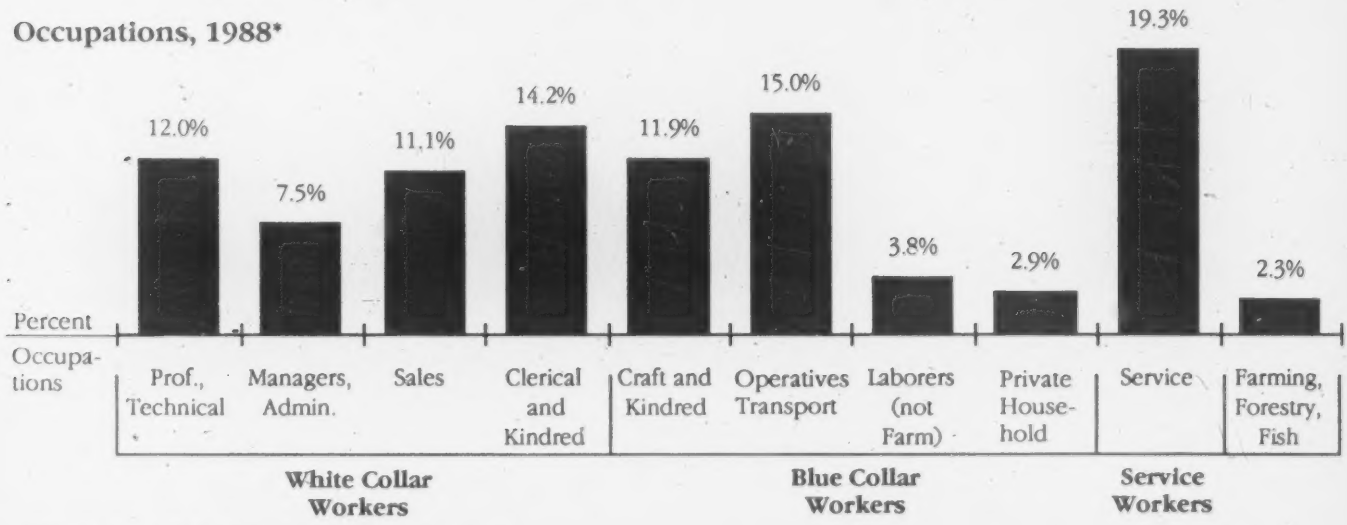
Age Distribution, 1988 Central and South Americans



Income Distribution, 1987*

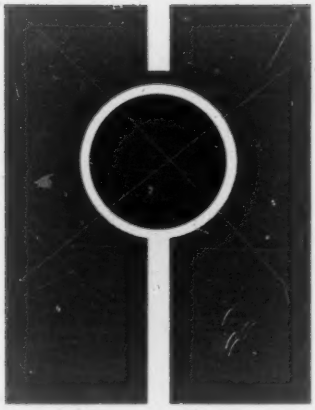


Occupations, 1988*



* Includes Cubans, Central/South Americans, and Other Hispanics

Source: *The Hispanic Population in the United States,* March 1988, Current Population Reports, Series P-20, No, 438.



Section III

Profiles: Five Binational Markets On The U.S.-Mexican Border

The U.S.-Mexican Border: An Introduction

The United States and Mexico share a 2,000-mile frontier, stretching from the San Diego/Tijuana region on the Pacific Ocean to the Brownsville/Matamoros region on the Gulf of Mexico. Approximately 10 million people live and work in this border region, where binational trading has become vital to both nations. At the height of the 1981 oil boom, trade between the United States and Mexico amounted to $32 billion and employed 450,000 U.S. citizens. And despite severe economic conditions in Mexico during the past six years, Mexico is still the third largest trading partner of the United States.

While the Mexican borderland cities are separated by nationality from their U.S. counterparts, these cities share many characteristics beyond geography and climate. In reality the region presents a series of markets that can be understood only within the context of a binational zone. In this section, *The Hispanic Almanac* profiles the largest of these binational markets—five U.S. border cities and their Mexican counterparts: **San Diego/Tijuana, El Paso/Ciudad Juarez, McAllen/Reynosa, Laredo/Nuevo Laredo, and Brownsville/Matamoros.**

The U.S./Mexican border is semi-permeable and the local economies on both sides are interdependent, the result of a history of formal and informal business arrangements. The border's twin cities are passageways between the nations for workers, families, friends and goods, and the factors encouraging these international flows have been at work for more than a century. Early on, Mexican technology for cattle raising and placer mining was imported to the United States. Then, as the years passed, much of the labor force for the development of U.S. railroads, mines, ranches, agriculture, and urban service industries came from Mexico. Today the border is plainly porous with respect to retail trade, recreation, and manufacturing operations. As a consequence, economic conditions within both Mexico and the United States have a direct effect on the well-being of residents on both sides of the border.

In addition to economic linkages, strong transboundary linguistic, social, and cultural ties and exchanges unite border residents. Large numbers of them pass back and forth across the border with some regularity for work, play, or shopping. Some Mexicans study in the United States; some Americans study in Mexico. U.S. and Mexican radio and television—media which have a significant influence on culture—are received on both sides of the border. Because the people in the border region often feel isolated and neglected by their national governments in Washington, D.C., and Mexico City, the twin cities have evolved informal arrangements to deal with transborder aspects of their daily lives—the cooperation of fire departments, health authorities, and police in dealing with emergencies, for example.

Border residents represent a bilingual, bicultural, and binational enclave. The Mexican border residents—or Norteños as they are called by other Mexicans—have been somewhat *Americanized*. The U.S. border residents—Anglos and residents of Mexican descent alike—have been *Mexicanized*. The economic, social, and cultural links are particularly strong in regions of Calexico/Mexicali, Douglas/Agua Prieta, El Paso/Ciudad Juarez, and all along the lower Rio Grande, where many families have members living and working on both sides of the international boundary. **For all intents and purposes, therefore, these binational twin cities should be approached as single markets.**

For *Almanac* purposes, the United States/Mexico border region is defined as 25 counties within the states of California, Arizona, New Mexico, and Texas, and 35 municipalities within the Mexican states of Tamaulipas, Nuevo Leon, Coahuila, Chihuahua, Sonora, and Baja California. The local unit of government in Mexico, the *municipio*, or *municipality*, includes the urban nucleus and the surrounding territory that meets the boundaries of neighboring municipalities, an arrangement similar to the combination of city and county units in the United States.

The region's demographic picture is complex, for not only are two countries involved, but the border zone in either country is one of that nation's most dynamic regions, demographically and economically. Reliable data on the border region are not easy to obtain. The 1980 Mexican census was badly flawed and most observers feel it significantly undercounted the population of the border zone. Both internal and international migration are often difficult to measure, and the illegal nature of much of the international migration makes measurement even more difficult. Both sides of the border zone have a high percentage of migrants, although there are significantly more migrants in the United States; furthermore, the number of undocumented immigrants is much greater on the U.S. side of the border, although totals are hard to determine.

Unfortunately, U.S. and Mexican census data do not permit exact comparisons. For example, census data for the United States include *median family income*, *median age*, and *years of schooling*. Mexico does not organize its census data in the same way. Instead, Mexico provides information on *income distributions*, *population pyramids*, and *school enrollment*. Ethnicity is reported differently, as well. In the United States, *Hispanic* is a major ethnic category; in Hispanic Mexico, the interest is in the *Indian*. Languages spoken, other than Spanish, are likely to be Nahuatl, Maya, Cochimi, Kumiai, Pai Pai, or Lacandon.

South of the Border

Mexico's population growth reached an annual rate of 2 percent in 1940, increased to 2.62 percent for 1950-1955, rose to 3.37 percent for 1960-1965, was 3.5 percent during 1965-1970, reached a peak of about 3.6 percent during the early 1970s, began to taper down in the late 1970s, and currently has declined to about 2.6 percent per year. By 1985 there were 80 million Mexicans, a 337-percent increase since 1950.

Since the 1940s, Mexican border cities have grown rapidly. Between 1950 and 1980 the population of Mexico's six border states nearly tripled, from about 3.7 million to 10.7 million. The annual growth rate for Tijuana for the period 1940-1950 was 13.42 percent; for 1950-1960 it was 9.77 percent; for 1960-1970 it was 6.41; and for 1970-1980 it was 4.32. Although rates were slightly different for Matamoros, Ciudad Juarez, and Mexicali, the long-term patterns for those cities are similar to those for Tijuana: rapid growth in the 1940s, a moderate decrease in the growth rate of the 1950s, a larger decrease in the 1960s, and finally a significant decrease in the 1970s, according to Mario Marguilis and Ruddfo Tuiran.

After losing its northern territories to the United States, Mexico embarked on a strategy of underdevelopment along its new northern boundary, seeking to create a desert between the two countries in order to protect its interior

from the United States. Therefore, the Mexican border states have had a relatively low population density, compared to the rest of the country. The six border states of Mexico constitute 40.6 percent of the national territory, but in 1970 they held only 16.3 percent of the population. In that same year the density for the border states was 9.8 inhabitants per square kilometer, compared to a national average of 24.5. By 1980, the population density of the north had increased to 13.3 inhabitants per square kilometer, but by then the national average had reached 34.3. (Jesus Tamayo and Jose Luis Fernandez) Peter Reich, in *Statistical Abstract of the United States-Mexico Borderlands,* reports that the border region in 1980 was home to 15.7 percent of the total national population.

Although northern Mexico is relatively underpopulated, its population is heavily urbanized. In the 1970 census, 58.2 percent of the population in the north were classified as urban residents living in cities of 20,000 or more, while the national average was 35.3 percent. (Tamayo and Fernandez)

Since the Mexican municipality includes the urban nucleus and surrounding rural territory, it is useful to distinguish between those people living in each of these areas when speaking about population distribution. Some border municipalities are intensely urbanized, with high percentages of the population living in the urban core in 1970: Ciudad Juarez (96 percent); Tijuana (81 percent); Nuevo Laredo (88 percent); Reynosa (91 percent); and Nogales (97 percent). Other municipalities show less concentration: Mexicali (66 percent); Matamoros (74 percent); Ensenada (67 percent); and San Luis Rio Colorado (79 percent). (Tamayo and Fernandez) The lower concentrations are explained by the existence of more extensive economic opportunities in local rural areas. Mexicali and San Luis Rio Colorado are in the irrigated Mexicali Valley which has many small agricultural villages. Matamoros also is situated in a rich agricultural area, and Ensenada has nearby pockets of agriculture and grazing as well as coastal towns.

The Mexican population is young. According to the *Statistical Abstract of Latin America,* in 1970 about 46 percent of the population was 14 or younger. In practical terms this means that both educational and employment opportunities are harder to come by for young Mexicans. Between now and the end of the century, approximately one million people will be entering the labor force per year.

Racially, the Mexican border region is relatively homogeneous. Historically, the Indian admixture in the north was smaller than in the center and south, and the traditional source of migrants to the border was Mexico's north-central region. But over the past decade the northward migratory stream has changed to include more people from central Mexico and the Indian south. In some cases these people are non-Spanish speaking and are present in significant numbers. For example, the San Quintin valley to the south of Ensenada in recent years has attracted Indians from Oaxaca as seasonal agricultural laborers.

Jorge Osterling reports that the variation in annual average income in Mexico ranges from U.S. $168 for the agricultural sector, representing 26 percent of the working population in 1980, to U.S. $6,021 for the electrical industry, representing only 0.3 percent of the national workforce. (In 1985 the per capita GNP in the United States was $16,690; in Mexico it was $2,080, according to the World Bank's 1987 *World Development Report.*)

North of the Border

Population trends in the U.S. border states somewhat resemble trends in the Mexican border states. From 1950 to 1980 the population of the U.S. border states more than doubled, from 19.8 million to 41.9 million, exhibiting a rate of growth much higher than that of the national population. (Calculated from Reich) In 1950 the border state population was 13.1 percent of the U.S. total; in 1980, that figure had reached 18.5. (Reich)

U.S. border cities have grown considerably since 1940, although generally at rates lower than those of their Mexican counterparts. Table 1 contains annual growth rates for selected U.S. and Mexican border cities.

In 1940 the U.S. border states were about half as densely populated as the nation: 17.1 persons per square kilometer for the total United States, compared to 8.5 for the border states. But rapid population growth in recent years has increased the density of the border states to that of the nation as a whole: 24.7 persons per square kilometer for the nation and 24.8 for the border states. (Reich)

The population of the U.S. border states tends to be highly concentrated in urban areas because of the region's aridity, among other factors. In 1980, 91.3 percent of the population in California lived in urban areas, Arizona was

Table 1

Annual Growth Rates of Twin Cities by Decade

	1940-50	1950-60	1960-70	1970-80
San Diego	6.4%	7.1%	2.1%	2.6%
Tijuana	13.4%	9.8%	6.4%	4.3%
Calexico	1.9%	2.4%	3.3%	3.6%
Mexicali	12.8%	10.4%	4.4%	2.5%
Nogales, A.Z.	2.0%	1.8%	2.3%	7.5%
Nogales, Son	7.7%	6.3%	3.4%	2.7%
El Paso	3.5%	11.2%	1.6%	3.2%
Ciudad Juarez	9.4%	7.5%	5.1%	3.3%
Eagle Pass	1.3%	6.6%	2.7%	3.9%
Piedras Negras	7.6%	7.6%	.04%	7.2%
Laredo	3.1%	1.8%	1.4%	3.3%
Nuevo Laredo	7.0%	4.9%	5.0%	3.0%
McAllen	6.9%	6.3%	1.5%	7.6%
Reynosa	13.4%	8.1%	6.6%	3.4%
Brownsville	6.1%	7.5%	9.1%	6.2%
Matamoros	11.0%	7.3%	4.2%	3.1%

Sources: Peter L. Reich, ed., *Statistical Abstract of the United States-Mexico Borderlands; County and City Data Book,* 1983; Mario Moguls and Rodolfo Tuiran, *Nuevos patrones de crecimiento social en la frontera norte: la emigracion.*

83.8 percent urban, New Mexico 72.1 percent, and Texas 79.6 percent. The United States as a whole was 73.7 percent urban in 1980, according to the 1983 *City and County Data Book.* As with the Mexican municipios, U.S. counties along the border show a range in urbanization. In 1980 San Diego county was 93.2 percent urban, El Paso county 96.1 percent, Webb county (city of Laredo) 95.7 percent, Santa Cruz (Nogales) 76.7, Hidalgo (Reynosa) 75 percent, and Cameron (Brownsville) 78.9 percent. Urbanization tends to be greatest in the arid west in areas dominated by large cities, while the

more humid Rio Grande region, a rich agricultural area, tends to be more rural.

The racial and ethnic composition of the U.S. border population is more complex than that on the Mexican side.

The great majority of U.S. Hispanics living in the border states are of Mexican origin. In 1980, 83.1 percent of Hispanics in the border states were of Mexican ancestry, compared to the 59.8 percent of all Hispanics in the United States who were of Mexican origin. (Reich)

In the U.S.-Mexican border region, ethnicity helps to bridge the international boundary. The area is also distinguished by population growth rates that are higher than

Table 2

Racial Composition, U.S. Border States, 1980

State	White	Black	Hispanic
California	77.0%	7.7%	19.2%
Arizona	83.2%	2.7%	16.3%
New Mexico	76.0%	1.8%	36.6%
Texas	79.6%	12.0%	21.0%
United States	83.4%	11.7%	6.5%

Source: *County and City Data* Book, 1983

those of either Mexico or the United States. Over the long run, both the Mexican and the U.S. border zones have exceeded national growth rates, as Table 3 clearly indicates.

There is every reason to believe that the population will continue to grow in the border zone. Projections made in 1981 by Security Pacific National Bank, carried in its *U.S.-Mexican Border Region Economic Report*, suggest that the population in the Mexican border states will rise from 10.6 million in 1980 to 18.5 million by the year 2000; the U.S. border states are expected to grow from the 1980 figure of 41.7 million to 53.5 million by the year 2000. It is estimated that the San Diego/Tijuana region will reach 4.5 million or more by the year 2000. At that point, it will be one of the

Table 3

Annual Percentage Population Growth Rates

	1950-60	1960-70	1970-80	Average
Mexico	3.1%	3.3%	3.4%	3.3%
Border States	3.9%	3.5%	3.1%	3.5%
Border Municip.	5.1%	3.8%	2.8%	3.9%
United States	1.7%	1.3%	1.1%	1.4%
Border States	3.4%	2.1%	2.1%	2.5%
Border Counties	4.9%	2.3%	3.6%	3.6%
U.S.-Mex Border Counties and Municipalities	n/a	n/a	n/a	n/a
	5.0%	2.9%	3.3%	3.7%

Source: *County and City Data* Book, 1983; Mario Moguls and Rodolfo Tuiran, *Nuevos Patrones de crecimiento social en la frontera norte: la emigracion*

world's most populated aggregations of urban communities.

Economic Aspects of U.S.-Mexican Relations

The economies of Mexico and the United States are closely interwoven. A major economic collapse in Mexico would have serious repercussions in the United States, particularly in the four states that border Mexico: California, Arizona, New Mexico, and Texas. U.S.-Mexican bilateral trade from 1981 to 1987 is shown in Table 4.

Mexico buys 5.1 percent of all U.S. exports, more than West Germany, France, South Korea, or Taiwan. Perhaps more important to the U.S. economy than overall trade with Mexico is the fact that over three-quarters of U.S. exports to Mexico are industrial products: machinery, transport equipment, manufactured goods, and chemicals. See Table 5.

Table 4

Year	Exports to Mexico	Imports form Mexico	U.S. Ballance of Trade
1981	17.8%	14.0%	3.8%
1982	11.7%	15.8%	-4.1%
1983	9.1%	17.1%	-8.0%
1984	12.0%	18.3%	-6.3%
1985	13.6%	19.4%	-5.8%
1986	10.9%	14.9%	-4.0%
1987	9.7%	19.4%	-8.7%

Source: U.S. Bureau of the Census, as reported in Jeffrey Bortz and Edur Velasco "Briefing Paper on California-Mexico Economic and Business Relations," unpublished manuscript, 1987

The above U.S. industries have been particularly hard hit in recent years and the United States has experienced difficulty in competing with Japan, Germany, Korea, andothers in the international market. The desire for closer trade relations between the United States and Mexico has taken

Table 5

U.S. Industrial Exports to Mexico

Year	Industrial Exports (4 Billions)	Percent of Total
1981	14.1	81
1982	9.1	82
1983	6.5	74
1984	9.0	78
1985	10.7	82

Source: U.S. Bureau of the Census, as reported in Jeffrey Bortz and Edur Velasco "Briefing Paper on California-Mexico Economic and Business Relations," unpublished manuscript, 1987

the form of agreements to establish procedures for settling trade disputes, opening negotiations to curb trade and investment barriers, and promoting improved trade relations.

Economic Activity in the Border Region

Nowhere do economic conditions in Mexico impact the United States more forcefully than in the border region. A

good example of this is the enormous devaluation of the Mexican peso since 1982. See Table 6.

For over 20 years, from 1954 to 1976, the Mexican peso was stable at an exchange rate of 12.5 pesos to one U.S. dollar. A stable exchange rate allowed Mexican consumers to take advantage of lower prices and a better selection of goods in U.S. border cities such as San Diego, Calexico, El Paso, Laredo, and Brownsville. Mexican consumption of American goods was boosted by the relative isolation of the Mexican north from the country's center, where over 75 percent of goods are produced. Calexico, reports Robert Bullock, depends on Mexicali for over 70 percent of its trade.

From 1976 to 1977, the peso fell almost 50 percent relative to the dollar, and from 1981 to October 1987, the peso collapsed, dropping from 24.5:1 to 1,550:1, a 6,228-percent decline in 68 months. This dramatic reduction in the purchasing power of Mexicans living in the border region continues to have serious consequences for U.S. businesses located near the border.

Although economic activity in the northern border regions of Mexico obviously is linked to the overall performance of the Mexican economy, there are some significant differences between the economy of the border region and that of other regions in Mexico. In general, the northern municipalities provide somewhat higher incomes than do the interior areas, according to James Peach, as well as better employment opportunities. This is due primarily to proximity to the United States which provides enhanced educational possibilities and increased economic opportunities through tourism, trade-related services, the maquiladora program, and employment across the border. In some cases—Tijuana, Ensenada, Mexicali—per capita border-region income may be 50 percent higher than Mexico's national average.

Table 6

Peso-Dollar Exchange Rate for Selected Years 1970-1987

Year	Exchange Rate	Real Exchange Rate Adjusted for Inflation
1970	12.5	100.0
1975	12.5	94.3
1976	15.4	103.3
1977	22.6	129.4
1980	23.0	107.8
1981	24.5	90.8
1982	56.4	124.2
1983	120.1	133.3
1984	167.8	110.5
1985	257.0	106.2
1986	611.4	156.4
1987 (May)	1226.9	170.6

Source: U.S. Bureau of the Census, as reported in Jeffrey Bortz and Edur Velasco "Briefing Paper on California-Mexico Economic and Business Relations," unpublished manuscript, 1987

Conversely, as one moves south toward the border in the United States, the income level drops. For example, moving south from Los Angeles to San Diego, the median income for the total population in 1980 declined from $21,125 to $20,304; moving south from centrally located Texas cities to its border cities, the income level declined from a $17,000-to-$24,000 range to a $12,000-to-$15,000 range. (See Ellwyn Stoddard's *Patterns of Poverty along the U.S.-Mexican Border.*)

Generally speaking, the more Mexican Americans living in a community, the lower its average income level, according to Niles Hansen. A host of social factors, some more easily measured than others, may be involved. For example, Hispanics are generally younger and have less education than the overall population. Other factors include legal and undocumented migration, patterns of discrimination, and Hispanic prevalence in low-paid jobs.

The Maquiladora Program

The increasing economic importance of the Mexican border region in recent years has been due in part to the growth of the controversial maquiladora/twin-plant program.

The maquiladora industry is part of a worldwide phenomenon made possible by technological innovations in transportation and communication. It is now practical—and cost effective—to geographically separate manufacturing processes requiring capital-intensive plants and highly-skilled labor from the assembly phase requiring low-skilled, labor-intensive operations.

About 90 percent of the maquiladora program's industry is located in Mexico's border zone, despite the Mexican government's efforts to foster interior locations for new plants. Parts are imported from the United States and assembled into finished products for export back to U.S. markets. Since the U.S. Tariff Code permits duty-free entrance of U.S. components, duty is assessed only on the value added by Mexican labor or other non-U.S. inputs.

Today, industry organized under the maquiladora program in Mexico includes more than 1,000 plants, provides employment to over 300,000 workers, and generates more than 1.6 billion dollars in foreign exchange earnings. A wide variety of goods are processed: electrical and electronic products, apparel, transportation equipment and accessories, furniture, toys and sporting goods, food, and tools. The industry is growing by about 15 percent per year, although some optimists suggest that annual growth rates may be nearer 25 percent in the short and middle term. Continuation of even the lower growth rate would mean that by 1996 the industry would employ more than one million Mexicans.

It is clear that the maquiladora/twin-plant program has both positive and negative effects for the United States. The establishment of U.S. plants across the border often means a loss of jobs in the United States. However, a Mexican border location does retain more U.S. jobs than a location in the Far East, for example, or even elsewhere in Latin America. And the Mexican twin-plant industries, to a significant degree, use components produced by U.S. firms, unlike those in Taiwan or Singapore. Additionally, it is estimated that a small percentage of the program's wages—from 5 to 15 percent—return to the United States as consumer purchases.

U.S. border communities are well aware of these positive impacts. Many of the smaller communities, particu-

larly in California's Imperial Valley and along the lower Rio Grande in Texas, which had relied economically on agriculture and Mexican consumer purchases, began in the early 1980s to actively recruit firms to set up industries under the maquiladora program in adjacent Mexican towns.

No discussion of the maquiladora/twin-plant program, however, is complete without noting that the trade union movements of both nations—the AFL-CIO and the CTM, Mexico's major labor federation—are highly critical of the program. The AFL-CIO charges that the program has cost many thousands of U.S. jobs, and agrees with CTM that Mexican workers are exploited in highly profitable enterprises, working for wages far lower than wages paid for comparable work performed in the United States. The AFL-CIO and CTM agreed in 1988 to cooperate in efforts to resolve their concerns. The AFL-CIO has said that its goal, at minimum, is union organization on both sides of the border, plus reasonable wages, safe working conditions, and nondiscriminatory employment.

For further information on the maquiladora program, see these works:

- *The Global Factory* by Joseph Grunwald and Kenneth Flamm.
- "Estadistica de la industria maquiladora de exportacion, octubre 1985," INEGI, Direccion General de Informatica, Mexico, D.F., 1985, as cited in Norris C. Clement, "An Overview of the Maquiladora Industry," in Paul Ganster, ed., *The Maquiladora in Trinational Perspective: Mexico, Japan, and the United States*, San Diego: Institute for Regional Studies of the Californias, San Diego State University, 1987.
- "Maquiladoras: Do More Jobs for Mexico Benefit America as Well?"—articles by Norris Clement, Stephane Jenner, and William Bywater in *The San Diego Union*, February 22, 1987, Section C.
- Maria Patricia Fernandez Kelley, *For We Are Sold, I and My People: Women and Industry in Mexico's Frontier*. Albany: State University of New York Press, 1983.
- Ellwyn R. Stoddard, *Maquila: Assembly Plants in Northern Mexico*. El Paso: Texas Western Press, 1987.

Mexico's Economic Crisis

The Mexican economy has been in serious difficulty for over six years, since the major devaluation of the peso in 1982, and living standards have dropped 30 to 40 percent in real terms, according to Cathryn Thorup, in testimony on Capitol Hill in 1987. After achieving high growth rates during the 1970s, the Mexican economy has behaved erratically, with a negative growth of over 5 percent in 1983. Modest improvement took place during the period 1984-85, but the economy contracted again in 1986 by 4 percent, according to Ganster and Sweedler.

The U.S. economy suffers when Mexican growth declines; U.S. jobs are lost, U.S. investment in Mexico becomes more vulnerable, and U.S. commercial banks are at risk because of the large outstanding Mexican debt.

Mexico's total foreign debt, which stands at about $100 billion, has tripled in just eight years, and is a heavy burden on the Mexican economy. The debt affects the United States in several ways. First, over 17 percent of the debt is owed to U.S. commercial banks, with a few large banks holding a major portion of the portfolio. (See Table 7.) A serious default by Mexico would severely impact these banks, with unknown repercussions for the U.S. financial sector. Second, to meet just the annual interest payments, about $7 billion, Mexico must restrict imports, thereby closing export markets for U.S. products, particularly manufactured goods. Finally, the heavy debt burden means that Mexico does not have, and will be unable to generate, sufficient capital for the productive investments required if it is to grow and modernize its economy.

And what has happened to consumer purchasing power in Mexico? The greatest increase in the U.S. consumer price index was 13.5 percent in 1980, with most U.S. increases in the single-digit range. Mexico's CPI, however, increased at the rate of 58.9 percent, 101.9 percent, and 59.6 percent in 1982, '83, and '84.

The U.S./Mexico border has been described—by Fagen in *New Scholar*—as a place where problems are spawned but not solved. The spillover of environmental pollutants—sewage flowing north from Tijuana, Tecate, Mexicali, and Nogales, and air pollution flowing south from Los Angeles, San Diego, and El Paso, as well as north from Cananea and Nacozari—cannot be resolved without international agreements and major national commitments of resources. The flows of undocumented workers north can be pinpointed by the large numbers of persons apprehended in the border region, but solutions to the disparities in wage rates and levels of economic development which drive this flow of workers require long-term efforts by both the United States and Mexico. In the absence of bilateral efforts, national responses, such as the U.S. Immigration Reform and Control Act of 1986, are ineffective and reflect a siege-mentality in

Table 7

Commercial Banks and Mexico's External Debt (1987)
(in U.S. $ Billions)

Total External Debt	106.0
Debt held by the banking system	78.0
Long and Medium term debt held by com. banks	53.0
Long term debt held by U.S. banks	24.0
Debt held by 12 largest U.S. bank holding companies*	16.2
Citicorp	2.8
Bank America Corp.	2.5
Manufacturers Hanover	1.9
Chemical New York Corp./Texas Commerce	1.8
Chase Manhattan Corp.	1.7
Bankers Trust New York Corp.	1.3
J.P. Morgan and Co.	1.2
First Chicago Corp.	0.9
Security Pacific Corp.	0.7
First Interstate Bancorporation	0.7
Wells Fargo and Co.	0.6
First Republic Bank Corp.	0.1

* As of Sept. 30, 1987 (rounded to the nearest $100 Million
Source: Salomon Brothers, Inc.

the face of inability to control either the flow of undocumented immigrants or the social problems that lead to and arise from it.

The frustration and helplessness of local and state governments is intensified when the federal government uses the border as leverage to achieve national policy goals. For example, when Enrique Camarena, an agent of the U.S. Drug Enforcement Agency, was murdered in Mexico, one of the first U.S. responses was to tighten the border through more rigorous inspections, causing crossing delays of up to five hours, in order to pressure Mexico into apprehending the conspirators. Not only did residents of Mexico (some of them U.S. nationals) find it difficult to commute to the United States to go to work, take their children to school, shop, and visit, but local merchants saw their retail sales drop off.

One Market——A Snapshot

A study of Mexican citizen activity in San Diego County provides a useful snapshot. Some 34.4 million individuals crossed into California through the San Ysidro port of entry in 1978, making it the world's busiest single crossing. Nearly two-thirds of these entrants were Mexican citizens. A sample of this flow revealed that 43 percent were shoppers, 19 percent were engaged in business, 11 percent were commuting workers, 11 percent were crossing for social or recreational reasons, and 10 percent were enrolled in school on the U.S. side of the border. Mexican citizen shoppers spent in San Diego an estimated $407.2 million dollars in 1978, accounting for approximately 7.5 percent of total taxable retail sales in the county.

A follow-up study in 1984, limited to the 14 regional shopping centers in the County of San Diego, found that sales rose from $58 million in 1979 to $100.8 million in 1981, but then slipped to $66 million in 1982 and $51 million in 1983, following the major peso devaluations in 1982. The devaluation also led to a shift in the amount and type of expenditures: selectivity increased in luxury items, the Mexican purchaser was represented to an increasing degree by those seeking budget purchases, and expenditures fell off significantly. Table #7 shows the profile of Mexican purchasers in San Diego from 1981 to 1983.

Table 8

Merchandise Purchased by Mexican Nationals: Effects of the Peso devaluation on sales at Regional Shopping Centers and Selected City Shopping Areas in San Diego

Merchandise	Items Most Frequently Purchased (% of Total)	% Drop In Sales
Clothing	28.1%	-54.8%
Restaurant	11.0%	-41.2%
Shoes	10.3%	-45.0%
Jewelry	8.2%	-45.7%
Gifts	5.8%	-50.2%
Toys	4.3%	-66.7%
Household		
Furniture	n/a	n/a
Appliances	3.9%	-46.0%
Groceries	1.9%	-48.0%
Sporting goods	1.2%	-39.8%
Cosmetics		
Perfume	1.2%	-75.4%
Other	24.1%	-40.0%

Source: "Impact of the Peso Devaluation on Retail Sales in San Diego County," *San Diego Environment Bulletin, Vol 33. No. 3, March 1985.*

BROWNSVILLE/MATAMOROS

THE BINATIONAL MARKET AREA

The Brownsville/Matamoros Binational Market Area consists of the Brownsville ADI in the State of Texas and the Municipal Division of Matamoros in the Mexican State of Tamaulipas. Together the populations of these two geographic regions comprise a binational market area with a total population of 466,062 and a Hispanic population of 414,543.

THE MEXICAN MUNICIPAL DIVISION

The Matamoros Division Municipal has a total population of 238,840, all of whom are considered Hispanic for purposes of the *Almanac*.

THE U.S. ADI

Brownsville and McAllen share an Area of Dominant Influence (ADI) consisting of four counties that have a total population of 537,717, of whom 432,343 are Hispanic.

ADI Counties	Total Population	Hispanic Population
Starr, TX	27,266	26,428
Cameron, TX	209,727	161,654
Willacy, TX	17,495	14, 049
Hidalgo, TX	283,229	230,212
Totals 4 Counties	537,717	432,343

Sources: ADI definition – Broadcasting/Cablecasting Yearbook, 1983, Storer Communications. Population from U.S. Census Report PC 80 - 1 - B45 (Texas)

THE SMSA*

The Brownsville, Texas SMSA consists of Cameron County. In 1980, the total population was 209,727, of whom 161,654 were Hispanic.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

INTRODUCTION AND BACKGROUND

The second oldest set of twin cities along the U.S.-Mexico border, their fortunes are intertwined with the ups and downs of the gulf coast economy. Both have experienced growth years, particularly during the oil boom in the early 1970s, and both suffered from the decline in oil prices and the world recession that affected all Caribbean nations during this period. Fortunately, Brownsville and Matamoros are not dependent on the gulfport shipping industry.

These twin cities, located in the geographic extremes of their respective countries, have developed an interdependence that comes from appreciating one's closest neighbors in a region with great distances between towns. Over the years, these cities have understood that they share common concerns, and they are working cooperatively to provide opportunities for their residents.

Brownsville is Texas' southern-most city, an international seaport and the largest city in the lower Rio Grande Valley. On the border near the sea, Brownsville's geography is unique. Brownsville is connected to the Gulf of Mexico by a 17-mile channel, 36 feet deep, that flows from the Port of Brownsville to the Gulf. The Brownsville Navigation District, a 43,000-acre industrial complex through which the channel runs, is considered a part of Brownsville and plays an integral role in the area's economic development.

Brownsville, the seat of Cameron County, is diverse economically, but its primary industry is agriculture, in particular citrus fruit and vegetable cultivation.

It is directly across the border from Matamoros.The twin cities are connected by several bridges as well as common history and business interests. Matamoros has an abundance of labor and two industrial parks. As with other border towns, however, a significant culture of poverty persists because many come north from the interior of Mexico attracted by prospects for a better life on the fringes of or in the United States.

HISPANIC POPULATION AND GROWTH

In 1980 **Brownsville**, Harlingen, San Benito, and the rest of Cameron County, comprising the Brownsville MSA (formerly SMSA), had a population of 209,727, of whom 161,654 were Hispanic. Extension of the market's boundaries to include Willacy County, thus constituting the Brownsville ADI, increases the total market population to 227,222, of whom 175,703 were Hispanic.

In 1980 the total binational population was 466,062, of whom 414,543 were Hispanic. The 1985 estimated total binational population of 551,322 should grow to approximately 652,179 by 1990. The Hispanic population is expected to reach 596,558 by 1990.

According to a Brownsville Chamber of Commerce 1987 Survey, the combined population of Brownsville and Matamoros had expanded from 200,000 in 1966 to approximately 460,000 people within a ten mile radius of the International Bridge. Mexican federal demographers project a substantial increase in the Matamoros by the year 2000.

Binational Market Area-1980

	Hispanics		Total Population	
Binational Market Area	Number	%	Number	%
Brownsville ADI Total	**175,703**	**42.4**	**227,222**	**48.8**
Cameron County (SMSA) Sub-Total	161,654	39.0	209,727	45.0
Other ADI Counties Sub-Total	14,049	3.4	17,495	3.8
Mata Municipal Division	**238,840**	**57.6**	**238,840**	**51.2**
Grand Total Binational Market For Brownsville/Matamoros	**414,543**	**100.00**	**466,062**	**100.00**

Sources: ADI –Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas); IX Censo General de Poblacion; X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 28.

1980-1990 Population Growth Projection
Binational Markets

Brownsville-Matamoros				
Market	**Census 1980**	**Projection 1985**	**Projection 1990**	**% Growth Rate***
Binational Hispanic	414,543	497,292	596,558	18.2
Binational Other	51,519	54,030	55,621	
Binational Total	466,062	551,322	652,179	16.8

* Growth Rate figure based on an estimate for 1975 and the 1980 Census

Sources: ADI -Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas) IX Censo General de Poblacion X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 28; HPDP projections.

AGE AND SEX DISTRIBUTIONS

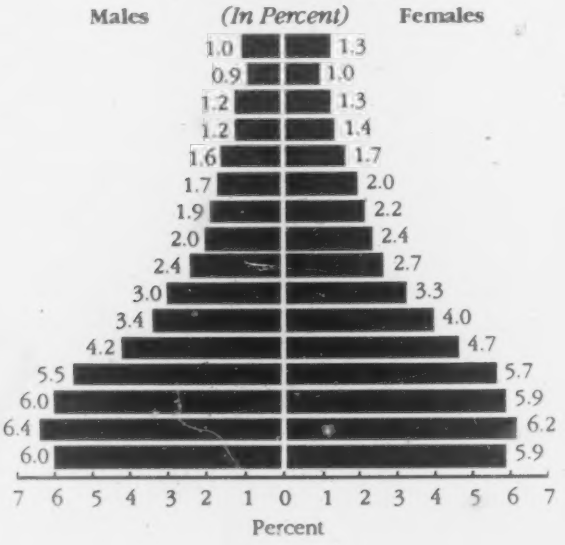
The accompanying graphic presents the people of **Matamoros** as a youthful and fertile population. Matamoros' age distribution shows 69.9 percent of the population under 30 years of age, 30.2 percent aged 30 and over. The female majority, 51.4 percent to 48.7 percent, may reflect selective migration of males to the United States in a search for employment.

Some 77.3 percent of **Brownsville** ADI's population is Hispanic, and this Hispanic population is youthful and fertile. Those under 30 comprise 57.4 percent of the population while those 30 and over make up 42.3 percent. Brownsville's female population outnumbers males 51.8 percent to 47.9 percent respectively. The female majority may reflect resettlement of males looking for employment elsewhere. Thus, a review of the Brownsville ADI total population conforms to the expected pattern of youthful and fertile distributions characteristic of other border towns.

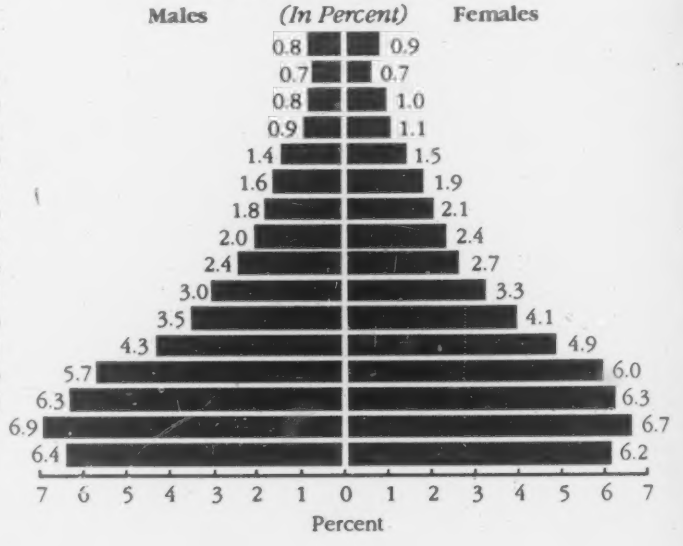
An examination of the binational Hispanic population reveals the dominance of youth. The female majority of 51.8 percent is consistent with the sex distributions of the component markets.

The four accompanying graphics depict the Brownsville/Matamoros markets separately and together as essentially youthful and fertile.

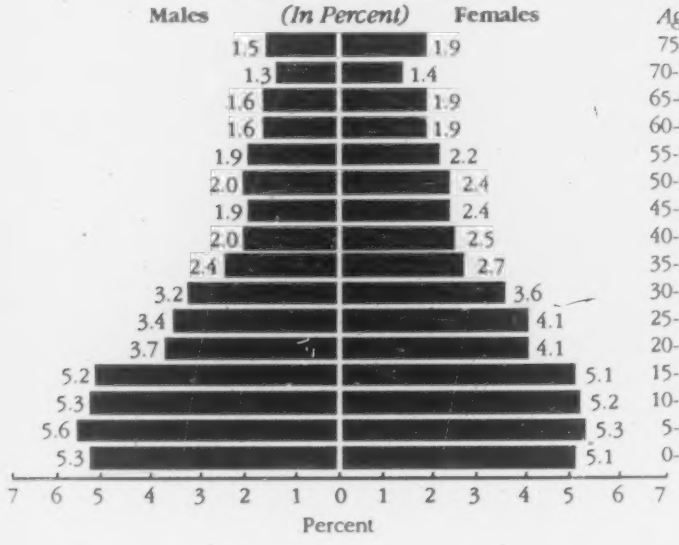
465,847
BINATIONAL MARKET
TOTAL POPULATION



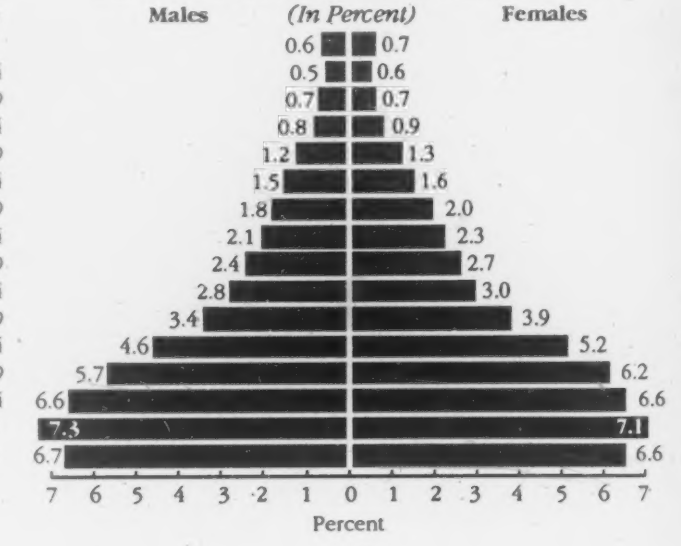
414,316
BINATIONAL MARKET
HISPANIC POPULATION



227,222
BROWNSVILLE, UNITED STATES
POPULATION IN THE ADI



238,625
MATAMOROS, MEXICO
POPULATION IN THE MUNICIPALITY



Sources: U.S. Census Report PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 28

Technical Note for Age and Sex Distribution: A number of persons whose age could not be ascertained, according to the Mexican Census, are not included in the total. Therefore, the age and sex totals will not exactly equal the Binational Market totals at the beginning of this section.

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Matamoros' income level follows the pattern of other Mexican border towns. The highest concentration, 37.6 percent, earns from (U.S.) $1,884 to $3,450 per year. In contrast, only 2.5 percent of the population earns more than $11,573, while 10.3 percent record no earnings at all. More than a third of the population earns less than $1,884.

A look at **Brownsville**'s income data shows that the total ADI population median family income is below the $19,908 median family income for the total U.S. population. The ADI's Hispanics significantly trail even the total ADI population for median family income. Some 31.8 percent of the total ADI population and 38.1 percent of the ADI's Hispanics are below the poverty level. Such figures show that while many Hispanics have improved their earning power by migrating to the United States, they have not achieved income parity with other workers in the market.

Brownsville SMSA Income	Hispanics	Total Population
Mean Family Income 1979	$13,402	$16,545
Median Family Income 1979	$10,984	$12,931
% of Persons Below Poverty	38.1	31.8
Per Capita Income 1979	$3,076	$4,336

Matamoros Annualized Earnings		% of Population
Pesos	Dollars	
0	0	10.3
12 to 7,080	($.005) to ($3.09)	2.0
7,081 to 12,960	($3.10) to ($5.66)	3.7
12,961 to 23,640	($5.67) to ($10.33)	5.3
23,641 to 43,320	($10.34) to ($18.93)	14.3
43,321 to 79,320	($18.94) to ($34.67)	37.6
79,321 to 145,3201	($34.68) to ($63.51)	18.6
145,321 to 266,040	($63.52) to ($116.28)	5.5
266,041 +	$116.29 +	2.5

Sources: U.S. Census Report PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 28; U.S Census Report PHC80 - S2 - B45 (Texas).

EDUCATIONAL STATUS

The educational profile of **Matamoros** reflects a population with an unequal distribution of educational attainment. A significant percentage (11.1) has had no formal instruction. Two-Thirds of the population (65.9 percent) has only completed elementary school; 8.2 percent have finished secondary school.

The Hispanics of **Brownsville** have reached higher levels of education in all categories, compared to their counterparts in Matamoros. There are no recorded numbers of people without formal instruction of some kind. Both elementary and secondary school completions are almost 10 percent higher than the respective completions for Matamoros. Almost eight times as many Hispanics in Brownsville completed one to three years of college, and almost twice as many Brownsville Hispanics completed four or more years of college. It is apparent that Hispanics attain higher levels of education in the United States.

While the Hispanics of Brownsville surpass their counterparts of Matamoros in educational attainment, they nevertheless trail the non-Hispanics of Brownsville in all categories. This disparity prevents Hispanics from engaging proportionately in professional occupations and depresses income levels.

Level of Education Brownsville	Number of Hispanics	%	Number of Population	%	Level of Education Matamoros	Number of Population	%
Elementary School	42,436	59.23%	46,647	44.36%	Sin enseñanza media	58,824	65.94%
1-3 Years of High School	7,833	10.93%	12,411	11.80%	Secundaria	7,352	8.24%
High School Graduate	11,305	15.78%	21,574	20.52%	Preparatoria	1,571	1.76%
1-3 Years of College or Post Secondary, Tech.	6,380	8.91%	13,536	12.87%	Carrera subprofnal	4,957	5.56%
4 or More Years of College.	3,692	5.15%	10,994	10.45%	Enseñanza superior	4,186	4.69%
					No especificado	12,318	13.81%
Total	71,646	**100.00%**	**105,162**	**100.00%**	**Total**	**89,208**	**100.00%**

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas)) PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 28.

LANGUAGE

Three quarters of the **Brownsville** population speak Spanish at home. This closely correlates to the numbers of residents who are of Hispanic ancestry. However, U.S.-born Brownsville residents who attended Texas schools are fully bilingual, as are most Mexican-born residents who have spent 15 years or more in the United States.

The Mexican Census does not provide data on English-language usage.

Brownsville Language Category	Persons 5-17 Years Number	%	Persons 18 and Over Number	%	Total Persons 5 and Over Number	%
Speak Only English at Home	9,700	16.5	34,276	26.5	43,976	23.4
Speak Spanish at Home	49,017	83.2	93,545	72.4	142,562	75.8
Speak Other Language at Home	166	0.3	1,368	1.1	1,534	0.8
Totals	58,883	100.0	129,189	100.0	188,072	100.0

Source: U.S. Census Reports PHC80 - S2 - B4 (Texas); PC 80 - 1 - B45 (Texas).

EMPLOYMENT

Brownsville's occupational data show that the highest concentration is in white collar occupations—47.6 percent, or close to half the population. Some 33.3 percent of Brownsville's total population are employed in blue collar professions, considerably fewer than the figure for Matamoros. Service oriented jobs occupy 14.1 percent of the population; the figure is higher for Matamoros.

In contrast, the **Matamoros** figures show the highest concentration, 38.4 percent, in the blue collar sector. Farm, forestry, and fishing-related occupations employ 11.0 percent, followed by service occupations, 9.7 percent. White collar workers represent 26.6 percent.

The data for the total binational market indicate an equal concentration of white collar work at 36.1 percent and blue collar work at 35.9 percent. The service and farm areas employ 11.7 percent and 8.7 percent respectively.

Occupational Classifications	Brownsville Labor Force	%	Matamoros Labor Force	%
Managerial And Professional Spealty				
Executive, Administration, & Managerial	6,394	9.0	954	1.1
Professional Specialty	6,910	9.7	3,556	4.1
Total	**13,304**	**18.7**	**4,510**	**5.3**
Technical, Sales, & Administrative Support				
Technicians & Related Support	1,594	2.2	2,532	2.9
Sales	8,246	11.5	6,858	8.0
Administrative Support (including Clerical)	10,805	15.1	8,941	10.4
Total	**20,645**	**28.9**	**18,331**	**21.3**
Service				
Private Household	608	0.9	2,968	3.5
Protective Service	1,096	1.5	1,318	1.5
Service	8,338	11.7	4,002	4.7
Total	**10,042**	**14.1**	**8,288**	**9.7**
Farming, Forestry & Fishing	**3,649**	**5.1**	**9,438**	**11.0**
Operators, Fabricators, & Laborers (precision Production)	**23,761**	**33.3**	**32,987**	**38.4**
Non-Specified			**12,279**	**14.3**
Total	**71,401**	**100.0**	**85,833**	**100.0**

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas); PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 28.

EL PASO/JUAREZ

THE BINATIONAL MARKET AREA

The El Paso/Juarez Binational Market Area consists of the El Paso ADI in the State of Texas and the Municipal Division of Juarez in the Mexican State of Chihuahua. Together the populations of these two geographic regions comprise a binational market area with a total population of 1,165,232 and a Hispanic population of 924,408.

THE MEXICAN MUNICIPAL DIVISION

The Juarez Division Municipal has a total population of 567,365, all of whom are considered Hispanic for purposes of the *Almanac*.

THE U.S. ADI

The El Paso Area of Dominant Influence (ADI) consists of five counties and has a total population of 597,867, of whom 357,043 are Hispanic.

ADI Counties Population	Total Population	Hispanic
Dona Ana, NM	96,340	50,204
Luna, NM	15,585	6,148
Culberson, TX	3,315	2,101
El Paso, TX	479,899	297,001
Hudspeth, TX	2,728	1,589
Totals 5 Counties	597,867	357,043

Sources: ADI definition – Broadcasting/ Cablecasting Yearbook, 1983, Storer Communications. Population from U.S. Census Report PC 80 - 1 - B45 (Texas)

THE SMSA*

The El Paso, Texas SMSA consists of El Paso County. In 1980, the total population was 479,899, of whom 297,001 were Hispanic.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

INTRODUCTION AND BACKGROUND

El Paso, "the pass", once considered an outpost, now has a significant role in defense-related enterprises, serves as an agricultural service center, is a major international banking and finance center, and is emerging as a retirement community as well.

Historically, Ciudad Juarez was a small city across the border providing cheap labor for the El Paso economy. The coming of the railroad changed the situation dramatically, as the Mexican city began to prosper. Ciudad Juarez is now a major metropolitan city that has evolved with a distinct identity and economy. Juarez' growth has been spurred by the growth of El Paso, but it has also grown because of its increased manufacturing and service sectors. While the number of jobs generated does not come close to fulfilling the existing needs of the population, it has exhibited a healthy pattern of economic expansion despite the impact of the peso devaluation. Today, Ciudad Juarez is fast becoming a major industrial center. Both cities have undergone a maturing process from "boomtowns" to more established metropolitan areas serving the agricultural, financial, industrial needs of an immense 200 square mile area.

These two cities are highly dependent upon one another. The distance from El Paso or Ciudad Juarez to other major cities, such as Albuquerque or Chihuahua, is such that cooperation between the two is a necessity.

These twin cities have established partnerships at the local government and agency levels based on mutual respect and enduring social relationships. At every level, one can find cooperative projects, binational financing for business ventures, joint efforts in the areas of public health and control of environmental pollution, educational programs aimed at binational students, and continuous opportunities for dialogue between the cities' leaders.

There have always been economic interdependencies between the cities. But the Border Industrial Program has formalized the existing assembly, garment, and light manufacturing linkages. Over the years, El Paso has accepted the daily flow of green-card commuter workers necessary to sustain economic growth, and Ciudad Juarez has become dependent upon the inflow of salaried workers who earn dollars rather than pesos.

Ciudad Juarez and El Paso have shown that binational cities can work together on common problems. The media from each city provide limited but consistent coverage of events "on the other side." Bilingualism is common among Hispanics and non-Hispanics. The area has large concentrations of middle class families. Despite the binational market's reputation as a point of passage, it is characterized by a permanent population which gives the area economic stability.

HISPANIC POPULATION AND GROWTH

El Paso and its Mexican sister city, Juarez, together form one of the largest U.S. Hispanic markets. According to the 1980 Census for **El Paso** County, the El Paso MSA (formerly SMSA) Hispanic population was 297,001, out of its total population of 479,899. In addition to El Paso County, the El Paso ADI includes Dona Ana (NM), Luna (NM), Culberson (TX), and Hudspeth (TX) counties, bringing the total population to 567,365, of which 357,043 were Hispanic.

When the population of Juarez is added to that of the El Paso ADI, the market nearly doubles. The total combined population for the binational areain 1980 was 1,165,232 and the count for Hispanics was 924,408, or 79.3 percent of the binational population.

The projected annual growth is expected to increase the estimated 1985 total population of 1,363,316 to approximately 1,595,074 in 1990. The Hispanic population for the binational area is growing at a faster pace, bringing the projection for 1985, 1,126,819,to an estimated 1,373,549 by 1990.

Binational Market Area 1980

Binational Market Area	Hispanics Number	Hispanics %	Total Population Number	Total Population %
El Paso ADI Total	**357,043**	**38.6**	**597,867**	**51.3**
San Diego County (SMSA) Sub-Total	297,001	32.1	479,899	41.2
Other ADI Counties Sub-Total	60,042	6.5	117,968	10.1
Juarez Division Municipal Total	**567,365**	**61.4**	**567,365**	**48.7**
Grand Total Binational Market For El Paso/Juarez	**924,408**	**100.00**	**1,165,232**	**100.00**

Sources: ADI –Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas); IX Censo General de Poblacion; X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 8

1980-1990 Population Growth Projection
Binational Markets

El Paso-Juarez Market	Census 1980	Projection 1985	Projection 1990	% Growth Rate*
Binational Hispanic	924,408	1,126,819	1,373,549	19.8
Binational Other	240,824	236,497	221,525	
Binational Total	1,165,232	1,363,316	1,595,074	15.7

* Growth Rate figure based on an estimate for 1975 and the 1980 Census

Sources: ADI –Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas); IX Censo General de Poblacion; X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 8; HPDP projections.

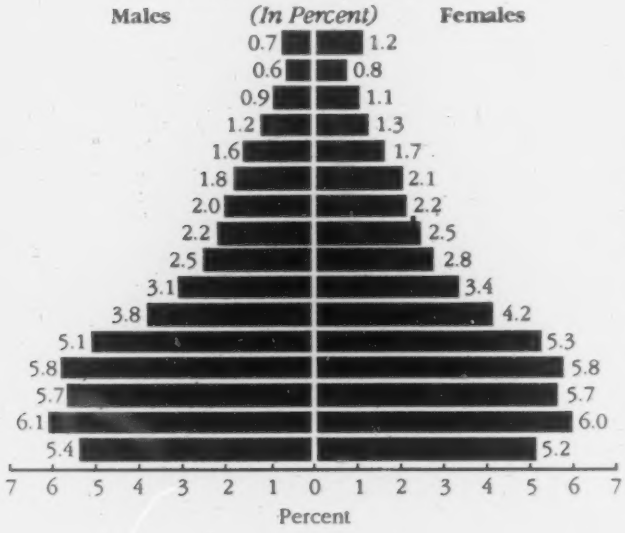
AGE AND SEX DISTRIBUTIONS

A review of the Age and Sex Distribution pyramid charts shows that the Hispanic population of the binational market is much younger than the overall **El Paso** population, and this has lowered the average age of the total population. The **Juarez** population is even younger. Some 67.9 percent of all Hispanics in the binational market are under 30, compared to 64.1 percent of the total population.

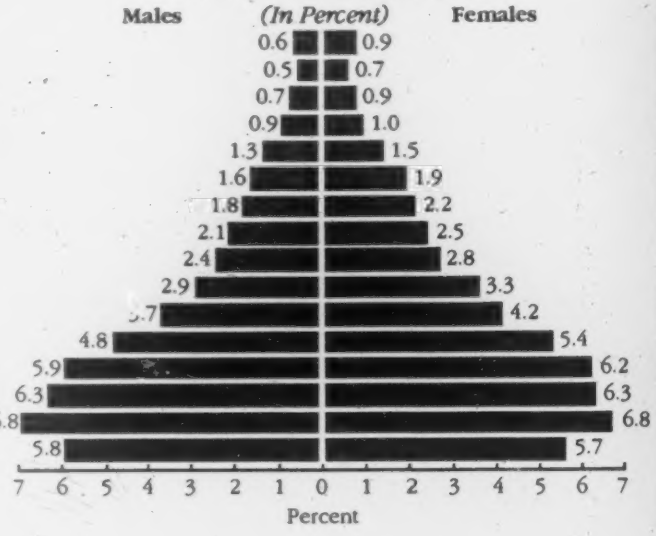
These figures suggest that the youthfulness of the binational market's population is both cause and effect of the area's rapid growth. They also suggest that, while El Paso's population will increase rapidly, this increase will be exceeded by the growth of Juarez. Overall, the combined impact of highly fertile populations in both El Paso and Juarez will cause rapid growth of the total binational market.

In terms of sex distribution, El Paso, Juarez, and the combined binational market all reflect larger numbers of females in their respective population segment because large numbers of males migrate north in search of employment.

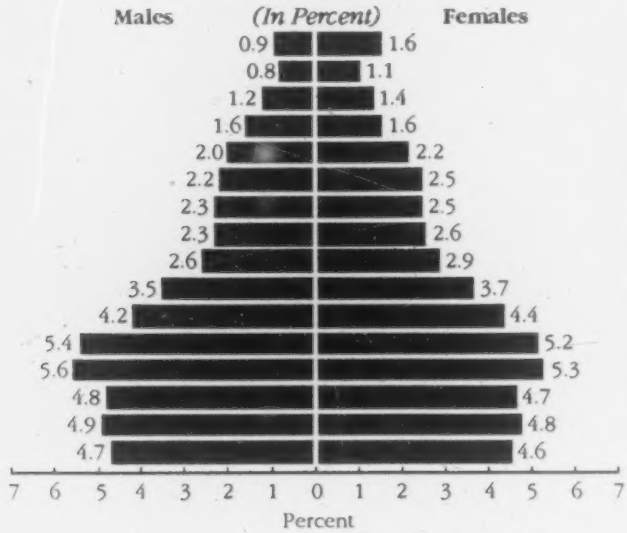
1,164,353
BINATIONAL MARKET
TOTAL POPULATION



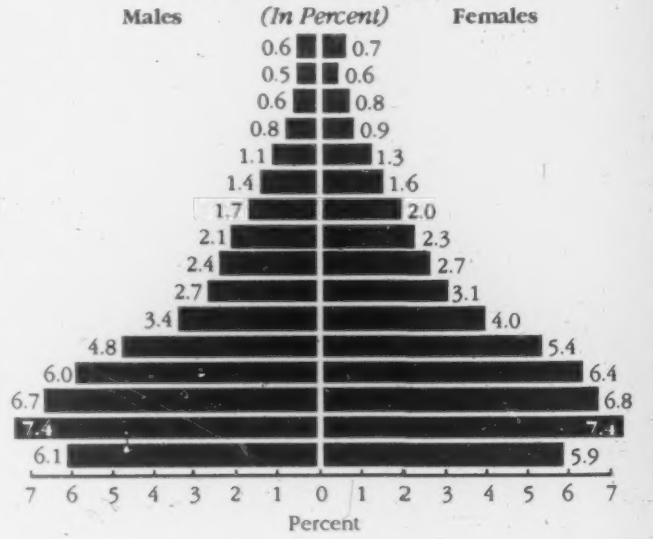
923,529
BINATIONAL MARKET
HISPANIC POPULATION



597,867
EL PASO, UNITED STATES
POPULATION IN THE ADI



566,486
JUAREZ, MEXICO
MUNICIPALITY POPULATION



Source: U.S. Census Report PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 8

Technical Note for Age and Sex Distribution: A number of persons whose age could not be ascertained, according to the Mexican Census are not included in the Total. Therefore, the age and sex totals will not exactly equal the Binational Market are totals at the beginning of this section.

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income data for the **El Paso** ADI show a relatively lower earning capacity, compared to national averages. Whereas national mean family incomes were $23,177 and $14,711, in El Paso the total mean was $19,012 and the Hispanic mean was $14,620. The percentage of Hispanics living below the poverty line in the ADI was reported at 29.2 percent.

Juarez income levels, according to the 1980 Mexican Census, are chronically low. Only 2.3 percent of the population earns more than 266,000 pesos annually. When the peso was valued at 12 to the dollar, this represented a reasonable income. However, with the peso at 435 to the dollar in 1980, only 2.3 percent of the population made more than (U.S.) $611.60. The income picture has significantly worsened as a result of more recent devaluations of the peso.

El Paso SMSA Income	Hispanics	Total Population
Mean Family Income 1979	$14,620	$19,012
Median Family Income 1979	$12,222	$15,366
% of Persons Below Poverty	29.2	21.7
Per Capita Income 1979	$3,529	$5,306

Juarez Annualized Earnings		% of Population
Pesos	Dollars	
0	0	11.2
12 to 7,080	($.005) to ($3.09)	2.0
7,081 to 12,960	($3.10) to ($5.66)	2.8
12,961 to 23,640	($5.67) to ($10.33)	4.7
23,641 to 43,320	($10.34) to ($18.93)	10.8
43,321 to 79,320	($18.94) to ($34.67)	44.7
79,321 to 145,3201	($34.68) to ($63.51)	16.0
145,321 to 266,040	($63.52) to ($116.28)	5.5
266,041 +	$116.29 +	2.3

Source: U.S. Census Report PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volume I, Tomo 8; U.S Census Report PHC80 - S2 - B45 (Texas).

EDUCATIONAL STATUS

El Paso's Hispanic population has completed relatively fewer years of education than El Paso's overall population, particularly at the college level. However, the Juarez population's educational attainment is even lower than the total and Hispanic populations of El Paso. In **Juarez,** the population is far behind El Paso's Hispanic population at all educational levels with respect to years of school completed. As with the other socio-economic indicators, such as income, El Paso's non-Hispanic population fares best with respect to education, but the Hispanic population of El Paso fares much better than the Juarez population.

EDUCATIONAL STATUS CONTINUED

Level of Education El Paso	Number of Hispanics	%	Number of Population	%	Level of Education Juarez	Number of Population	%
Elementary School	61,909	46.35%	69,433	28.94%	Sin ensenanza media	138,597	65.90%
1-3 Years of High School	17,170	12.85%	27,718	11.55%	Secundaria	19,646	9.34%
High School Graduate	31,995	23.95%	69,833	29.10%	Preparatoria	3,572	1.70%
1-3 Years of College or Post Secondary, Tech.	14,472	10.83%	39,377	16.41%	Carrera subprofnal	10,191	4.85%
4 or More Years of College	8,031	6.02%	33,585	14.00%	Ensenanza superior	9,758	4.64%
					No especificado	28,550	13.57%
Total	**133,577**	**100.00%**	**239,946**	**100.00%**	**Total**	**210,314**	**100.00%**

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas); PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 8.

LANGUAGE

In El Paso SMSA only 37.6 percent of all persons five years of age or more speak only English at home. Almost all Hispanics speak Spanish at home and the majority are bilingual. Further, the Spanish language, if not the dominate language, is nevertheless extremely important in the SMSA. Some 60 percent or 259,221 of all persons five and over speak Spanishat home.

The younger age group reflects higher English and lower Spanish language usage than Hispanics 18 years of age and older.

The Mexican Census does not provide data on English-language usage.

El Paso Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	39,572	31.9	124,057	39.9	163,629	37.6
Speak Spanish at Home	82,733	66.7	176,488	56.8	259,221	59.6
Speak Other Language at Home	1,712	1.4	10,387	3.3	12,099	2.8
Totals	124,017	100.0	310,932	100.0	434,949	100.0

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas); PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 8.

EMPLOYMENT

El Paso's occupational data show that a majority of its working population falls into white collar classifications (53.5 percent). Juarez white collar workers constitute 30.4 percent of its working people. The blue collar category for El Paso shows 32.2 percent, the second highest concentration of workers. The service occupations are a distant third, consisting of 13.2 percent for El Paso.

By contrast, the **Juarez** figures show the highest category of workers to be in the blue collar classification (44.1 percent). The next highest group is the white collar segment, at 30.4 percent. Third in line for Juarez is the non-specified category, making up 14.7 percent of the employed population.

As a combined market, the El Paso/ Juarez binational market data show the highest concentration to be white collar at a healthy 42.0 percent. Blue collar workers constitute a close second of 37.6 percent. And finally, the service occupations represent a 10.6 percent share of the employed population.

Occupational Classifications	El Paso Labor Force	%	Juarez Labor Force	%
Managerial And Professional Spelalty				
Executive, Administration, & Managerial	16,471	9.8	2,647	1.3
Professional Specialty	20,225	12.1	7,610	3.7
Total	**36,696**	**22.0**	**10,257**	**5.0**
Technical, Sales, & Administrative Support				
Technicians & Related Support	4,678	2.8	6,087	3.0
Sales	19,909	11.9	22,253	10.9
Administrative Support (including Clerical)	28,185	16.8	23,544	11.5
Total	**52,772**	**31.5**	**51,884**	**25.4**
Service				
Private Household	1,063	0.6	2,240	1.1
Protective Service	3,238	1.9	3,548	1.7
Service	17,777	10.6	10,449	5.1
Total	**22,078**	**13.2**	**16,237**	**7.9**
Farming, Forestry & Fishing	**1,857**	**1.1**	**5,871**	**2.9**
Operators, Fabricators, & Laborers (precision Production)	**53,941**	**32.2**	**90,273**	**44.1**
Non-Specified			**30,014**	**14.7**
Total	**167,344**	**100.0**	**204,536**	**100.0**

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas); PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 8.

LAREDO/NUEVO LAREDO

THE BINATIONAL MARKET AREA

The Laredo/Nuevo Laredo Binational Market Area consists of the Laredo ADI in the State of Texas and the Municipal Division of Nuevo Laredo within the Mexican State of Tamaulipas. The combination of the populations of these two geographic regions or territories comprises a binational market area with a total population of 309,172 and Hispanic population of 299,170.

THE MEXICAN MUNICIPAL DIVISION

The Nuevo Laredo Division Municipal has a total population of 203,286 all of whom are considered Hispanic for purposes of this Binational Market Section.

THE U.S. ADI

The Laredo Area of Dominant Influence (ADI) consists of the two counties shown below and has a total population of 105,886 of which 95,884 are Hispanic.

ADI Counties	Total Population	Hispanic Population
Webb, TX	99,258	90,842
Zapata, TX	6,628	5,042
Totals 2 Counties	105,886	95,884

Sources: ADI definition -- Broadcasting/ Cablecasting Yearbook, 1983, Storer Communications. Population from US Census Report PC 80 - 1 - B45 (Texas)

THE SMSA*

The Laredo, Texas SMSA consists of Webb County, Texas. In 1980, the total population was 99,258, of which 90,842 were Hispanic.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

INTRODUCTION AND BACKGROUND

The most binational of the border's twin cities, Laredo and Nuevo Laredo have been closely related historically, and their citizens continue to view the international boundary as an artificial division. Most twin cities eventually realize their interdependence and more or less reluctantly accept that reality. In the case of Laredo and Nuevo Laredo, this interdependence has been embraced and enhanced. The large number of transnational families, the number of Mexicans educated in the United States, the bilingualism common to a large proportion of the population, and the extensive social and business linkages create a situation in which crossing the international border seems more like crossing the street. The annual Sauza festival is like a giant community block party that celebrates long-standing binational relationships, both personal and business.

Laredo/Nuevo Laredo have been intertwined and complementary since their inception. Their cohesion is due in part to the commercial role each played in the development of Mexico's industrial north — Monterrey and Guadalajara — and the growth of U.S. sunbelt cities — Austin, San Antonio, and Houston, for example. Despite their relative isolation, these two cities are in the mainstream of movements between the two nations, and Laredo can be seen as the axis between the expanding high tech economy of Central Texas and the northern Mexico industrial belt. Many agricultural products and some manufactured goods move north, while manufactured and consumer goods move south through Laredo.

HISPANIC POPULATION AND GROWTH

The Laredo/Nuevo Laredo binational market promises to expand through sustained growth and to maintain its position as a large and viable U.S. Hispanic market.

Individually and in combination the Laredo and Nuevo Laredo markets show substantial growth in their Hispanic populations. The 1980 Census for Webb County and Zapata County indicate that the Laredo ADI had a total population of 105,886 and a Hispanic population of 95,884 (or 90.6 percent). The addition of the Nuevo Laredo 1980 population of 203,286 greatly increases the size of the market. The binational area is the 14th largest U.S. Hispanic Market. Population and Growth Projections for 1985-1990 point to continued expansion.

With a 3.1 percent annual growth rate, the estimated binational population should increase from 363,907 in 1985 to 428,332 in 1990. The Hispanic population should increase from approximately 353,192 in 1985 to an estimated 416,969 by 1990. The proportion of Hispanics in the binational area is 96.7 percent and 90.6 percent for the ADI; as with other binational markets, sustained migration trends between Mexico and the U.S. promise to continue growth in the Hispanic segment of the market.

Binational Market Area - 1980

	Hispanics		Total Population	
Binational Market Area	Number	%	Number	%
Laredo ADI Total	**95,884**	**32.1**	**105,886**	**34.2**
Laredo County (SMSA) Sub-Total	90,842	30.4	99,258	32.1
Other ADI Counties Sub-Total	5,042	1.7	6,628	2.1
N. Laredo Division Municipal Total	203,286	67.9	203,286	65.8
Grand Total Binational Market For Laredo/Nuevo Laredo	**299,170**	**100.00**	**309,172**	**100.00**

Sources: ADI –Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas); IX Censo General de Poblacion X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 28

1980-1990 Population Growth Projection
Binational Markets

Laredo-Nuevo Laredo Market	Census 1980	Projection 1985	Projection 1990	% Growth Rate*
Binational Hispanic	299,170	353,192	416,969	16.6%
Binational Other	10,002	10,715	11,363	
Binational Total	309,172	363,907	428,332	16.3%

* Growth Rate figure based on an estimate for 1975 and the 1980 Census

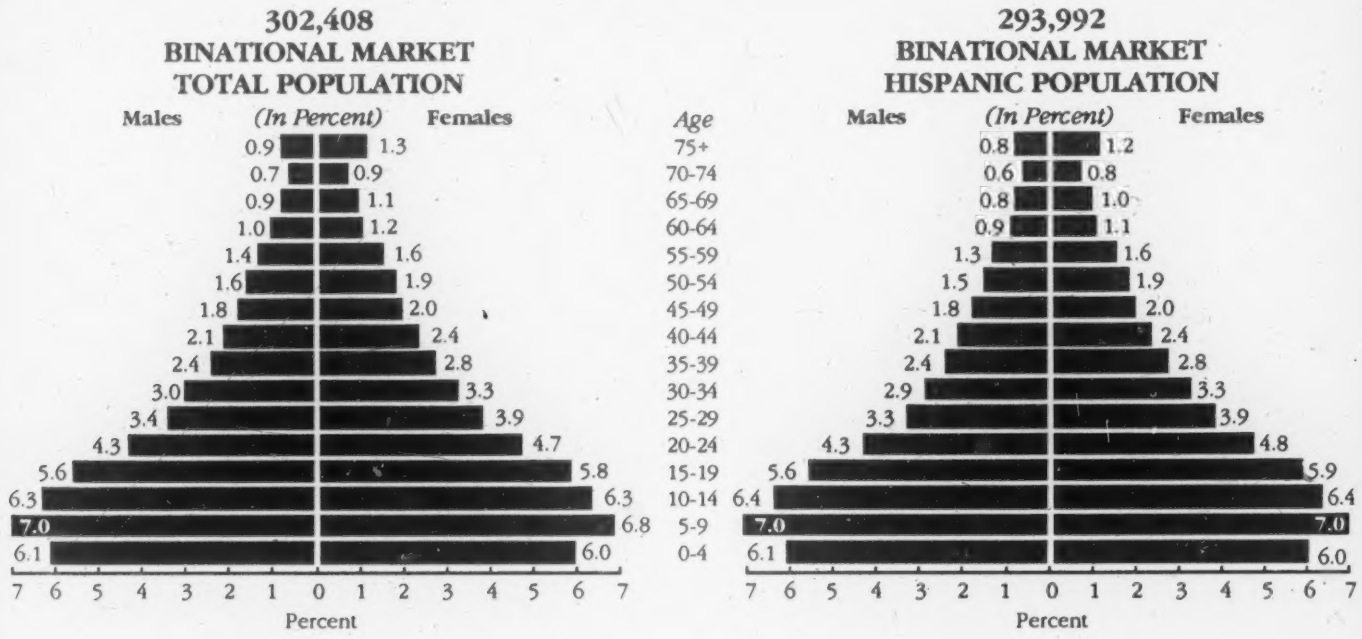
Sources: ADI -Broadcasting/Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas) IX Censo General de Poblacion; X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 28; HPDP Projections

AGE AND SEX DISTRIBUTIONS

90.6 percent of **Laredo's** ADI population is Hispanic, primarily Mexican American. The demographic profile for age and sex generally depicts a youthful and fertile group. The under 30 group totals 59.6 percent while the 30 and over group totals 40.5 percent. Females constitute 52.4 percent of the population.

The age and sex distribution for **Nuevo Laredo** also portrays a young and fertile population. The heaviest concentration is in the age groups under 30 (69.5 percent). Only 30.5 percent of the population is 30 and over. Like other Mexican cities, females outnumber males, 51.9 percent and 48.1 percent respectively. Thus, the population characteristics for age and sex parallel those of other Mexican cities near the border.

Similarly, the total binational Hispanic market population closely reflects the pattern of the Nuevo Laredo population in age and sex distribution. This is evident in the under 30 age group and the over 30 group, 66.7 percent and 33.2 percent respectively. In sum, with little variation, the total binational Hispanic population of Laredo/Nuevo Laredo strongly projects a youthful and fertile profile that is likely to persist into the future.



Source: U.S. Census Report PC 80 - 1 - B45 Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 28

Technical Note for Age and Sex Distribution: A number of persons whose age could not be ascertained, according to te Mexican Census are not included in the Total. Therefore, the age and sex totals will not exactly equal the Binational Market are totals at the beginneing of this section.

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The disparate income distribution for **Nuevo Laredo** parallels that of other Mexican border cities. 33.1 percent of the population have incomes of (U.S.) $1,884 to $3,450 per year; 40.3 percent earn less than the $1,884 and 9.7 percent of the population earn no income at all. 18.0 percent earn between $3,450 and $6,321. Only 8.6 percent earn more than $6,321; only 2.5 percent earn above $11,573. These great disparities

help to explain the thousands who migrate to the U.S. in search of employment.

Laredo's income distribution also parallels other border cities. The median family income for the total Laredo ADI population ($12,181) is below the U.S. median family income. Hispanic median family income is $11,346. The percentage of Hispanics living at the poverty level is close to the percentage of all ADI residents living at the poverty level, 35.0 percent to 33.1 percent respectively.

Laredo SMSA Income	Hispanics	Total Population
Mean Family Income 1979	$14,495	$16,122
Median Family Income 1979	$11,346	$12,181
% of Persons Below Poverty	35.0	33.1
Per Capita Income 1979	$3,467	$3,980

Nuevo Laredo Annualized Earnings		% of Population
Pesos	Dollars	
0	0	9.7
12 to 7,080	($.005) to ($3.09)	2.2
7,081 to 12,960	($3.10) to ($5.66)	4.1
12,961 to 23,640	($5.67) to ($10.33)	6.4
23,641 to 43,320	($10.34) to ($18.93)	17.9
43,321 to 79,320	($18.94) to ($34.67)	33.1
79,321 to 145,320	($34.68) to ($63.51)	18.0
145,321 to 266,040	($63.52) to ($116.28)	6.1
266,041 +	$116.29 +	2.5

Source: U.S. Census Report PC 80 - 1 - B45 Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 28; U.S Census Report PHC80 - S2 - B45 (Texas)

EDUCATIONAL STATUS

An examination of the educational data for the Laredo/Nuevo Laredo binational market indicates a great disparity in years of school completed for people 25 years and older.

The population of **Nuevo Laredo** has a varied distribution of completed schooling. Like other Mexican border towns, Nuevo Laredo has a large number of people without formal instruction. A majority of the population (66.2 percent) has finished elementary school. Fewer have attended college.

Some 90.6 percent of **Laredo**'s ADI population is Hispanic. Therefore the educational data for the total population of Laredo closely approximates those for the Hispanics of this city. Some 51.8 percent have finished elementary school, 18.4 percent have finished secondary school, 11.3 percent and 7.9 percent have finished 1-3 years of college and four or more years of college respectively.

EDUCATIONAL STATUS CONTINUED

Level of Education Laredo	Number of Hispanics	%	Number of Population	%	Level of Education Nuevo Laredo	Number of Population	%
Elementary School	21,771	51.84%	22,544	47.80%	Sin ensenanza media	50,569	66.22%
1-3 Years of High School	4,401	10.48%	5,055	10.72%	Secundaria	6,126	8.02%
High School Graduate	7,740	18.43%	9,058	19.20%	Preparatoria	1,756	2.30%
1-3 Years of College or Post Secondary, Tech.	4,777	11.37%	5,864	12.43%	Carrera subprofnal	4,010	5.25%
4 or More Years of College	3,309	7.88%	4,645	9.85%	Ensenanza superior	3,694	4.84%
					No especificado	10,213	13.37%
Total	**41,998**	**100.00%**	**47,166**	**100.00%**	**Total**	**76,368**	**100.00%**

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas) PC 80 - 1 - B45 (Texas) X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 28

LANGUAGE

Laredo is a bilingual city. Spanish is the dominant language in the SMSA, but a large majority speaks English well, and persons aged 5 to 17 are more likely to be bilingual than those 18 and over.

In the Laredo SMSA in 1980, 82,077 persons - a sizeable 92.4 percent of those 5 years old and over - spoke Spanish at home. And only 7.3 percent, or 6,516 persons, spoke only English at home.

The Mexican Census does not provide data on English-language usage.

Laredo	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
Language Category	Number	%	Number	%	Number	%
Speak Only English at Home	1,876	6.5	4,640	7.7	6,516	7.4
Speak Spanish at Home	26,892	93.3	55,185	91.9	82,077	92.3
Speak Other Language at Home	45	0.2	261	0.5	306	0.3
Totals	28,813	100.0	60,086	100.0	88,899	100.0

Source: U.S. Census Reports PHC 80 - S2 B45 (Texas), PC 80 1 B45 (Texas)

EMPLOYMENT

The **Laredo** population is spread among occupations with over half engaged in white collar occupations (63.5 percent). The remaining hold jobs in the blue collar, service and farm sectors; 19.8 percent, 14.2 percent and 2.5 percent respectively. 90.6 percent of Laredo's population is Hispanic; it is evident, therefore, that Mexican Americans in Laredo surpass their Mexican counterparts in white collar occupations.

The **Nuevo Laredo** market's employment distribution shows an equal distribution of white collar and blue collar employment; 33.3 percent and 34.9 percent respectively. Service occupations engage 15.0 percent of the population and only 3.6 percent are involved in farm work. It should be noted that the nonspecified occupations approximate the number of service workers.

The total binational market labor force is distributed as follows: 40.7 percent in white collar, 33.3 percent blue collar, 14.2 percent in service and 3.1 percent in farm and fishing occupations.

Occupational Classifications	Laredo Labor Force	%	Nuevo Laredo Labor Force	%
Managerial And Professional Spealty				
Executive, Administration, & Managerial	3,453	11.9	980	1.5
Professional Specialty	3,351	11.6	2,797	4.3
Total	**6,804**	**23.5**	**3,777**	**5.9**
Technical, Sales, & Administrative Support				
Technicians & Related Support	548	1.9	1,494	2.3
Sales	4,881	16.9	7,062	11.0
Administrative Support (including Clerical)	6,113	21.2	9,061	14.1
Total	**11,542**	**40.0**	**17,617**	**27.4**
Service				
Private Household	160	0.6	3,260	5.1
Protective Service	898	3.1	1,634	2.5
Service	3,048	10.5	4,744	7.4
Total	**4,106**	**14.2**	**9,638**	**15.0**
Farming, Forestry & Fishing	**721**	**2.5**	**2,320**	**3.6**
Operators, Fabricators, & Laborers (precision Production)	**5,723**	**19.8**	**22,420**	**34.9**
Non-Specified			**8,509**	**13.2**
Total	**288,896**	**100.0**	**64,281**	**100.0**

Source: U.S. Census Reports PHC80 - 52 - B45 (Texas) PC 80 - 1 - B45 (Texas) X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 28

MCALLEN/REYNOSA

THE BINATIONAL MARKET AREA

The McAllen/Reynosa Binational Market Area consists of the McAllen ADI in the State of Texas and the Municipal Division of Reynosa in the Mexican State of Tamaulipas. Together the populations of these two geographic regions comprise a binational market area with a total population of 521,907 and a Hispanic population of 468,052.

THE MEXICAN MUNICIPAL DIVISION

The Reynosa Division Municipal has a total population of 211,412, all of whom are considered Hispanic for purposes of this *Almanac*.

THE U.S. ADI

The McAllen and Brownsville share an Area of Dominant Influence (ADI) consisting of four counties that have a total population of 537,717, of whom 432,343 are Hispanic.

ADI Counties	Total Population	Hispanic Population
Cameron, TX	209,727	161,654
Hidalgo, TX	283,229	230,212
Star, TX	27,266	26,428
Willacy, TX	17,495	14,049
Totals 2 Counties	537,717	432,343

Sources: ADI definition – Broadcasting/ Cablecasting Yearbook, 1983, Storer Communications. Population from US Census Report PC 80 - 1 - B45 (Texas)

THE SMSA*

The McAllen, Texas SMSA consists of Hidalgo County. In 1980, the total population was 283,229, of whom 230,212 were Hispanic.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

INTRODUCTION AND BACKGROUND

The border crossing between McAllen and Reynosa sees a constant flow of traffic as people and goods move to Houston, San Antonio and Austen, but contact between the two cities is sporadic. Familial ties are strong, however, and informal social activities are more common than formalized inter-city functions.

Separated by about 15 miles, these two cities were reluctant to recognize their interdependence. The fact that McAllen was ruled by an Anglo oligarchy heavily influenced by wealthy ranchers lacking in sensitivity toward Mexico hindered the development of a healthy understanding of the complementary nature of each other's roles.

Temperature and weather permit farming year-round on both sides of the border. Historically, the U.S. side developed an orchard agriculture, while the Mexican side developed a combination of cattle raising and smaller truck farms. Today agribusiness is common on both sides of the border.

Over the last few years, the increased agricultural productivity in northern Mexico has made McAllen a transportation center for the movement of perishable vegetables. Simultaneously, South Texas has attracted U.S. retirees. With the influx of retirees has come the need for employees to fill jobs related to the care and life-style of the newcomers. These unrelated changes have resulted in a new era of growth and increased employment for both of the twin cities. However, McAllen and Reynosa are relatively isolated from other metropolitan areas and the peso devaluation had a serious impact on retail sales in both markets.

Its location in the heart of South Texas makes McAllen the metropolitan center for this predominantly Mexican cultural region with about 81.0 percent of its population being Mexican Americans.

HISPANIC POPULATION AND GROWTH

Like other binational markets, the McAllen/Reynosa area, as a result of its large and growing Hispanic population, has ranked among the top 20 U.S. Hispanic markets since 1960. A large Hispanic market exists in **McAllen** alone. The McAllen MSA (formerly SMSA), comprised of Hidalgo County, had a population of 283,229, according to the 1980 Census, of which 230,212 were Hispanic.

The McAllen ADI has a total population of 310,495, of whom 256,640 are Hispanic. According to the 1980 Mexican Census, Reynosa's population was 211,412, bringing the total binational market population to 521,907, with a Hispanic population of 468,052.

The estimated 1985 population of the binational market, 698,133, will reach 869,057 by 1990. The Hispanic component of the binational population is expected to rise from an estimated 652,266 in 1985 to 839,202 in 1990. By 1990 the Hispanic population will constitute 96.3 percent of the binational market's population.

Binational Market Area - 1980

Binational Market Area	Hispanics Number	Hispanics %	Total Population Number	Total Population %
McAllen ADI Total	**256,640**	**54.8**	**310,495**	**59.5**
McAllen County (SMSA) Sub-Total	230,212	49.2	283,229	54.3
Other ADI Counties Sub-Total	26,428	5.6	27,266	5.2
Reynosa Division Municipal Total	**211,412**	**45.2**	**211,412**	**40.5**
Grand Total Binational Market For McAllen/Reynosa	**468,052**	**100.00**	**521,907**	**100.00**

Sources: ADI – Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas); IX Censo General de Poblacion; X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 28.

1980-1990 Population Growth Projection
Binational Markets

McAllen-Reynosa Market	Census 1980	Projection 1985	Projection 1990	% Growth Rate*
Binational Hispanic	506,970	652,266	839,202	25.2%
Binational Other	53,855	45,867	29,855	
Binational Total	560,825	698,133	869,057	21.9%

* Growth rate figure based on an estimate for 1975 and the 1980 Census

Sources: ADI – Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B45 (Texas). IX Censo General de Poblacion; X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 28; HPDP projections.

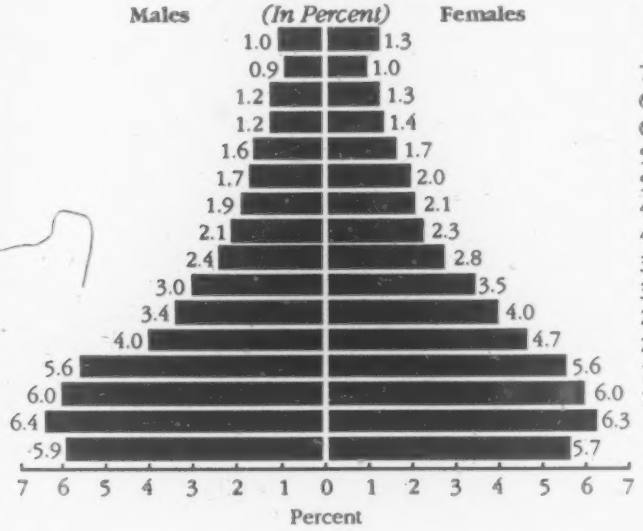
AGE AND SEX DISTRIBUTIONS

As with other Mexican border cities, **Reynosa's** age and sex distribution is youthful and fertile. Its under-30 population totals 70.4 percent, with 28.1 percent of the total under 10. Conversely, those 30 and over comprise only 29.9 percent of the population. The sex distribution also follows the patterns of a slight female majority (51.3 percent), as more males have probably resettled in the United States, seeking employment.

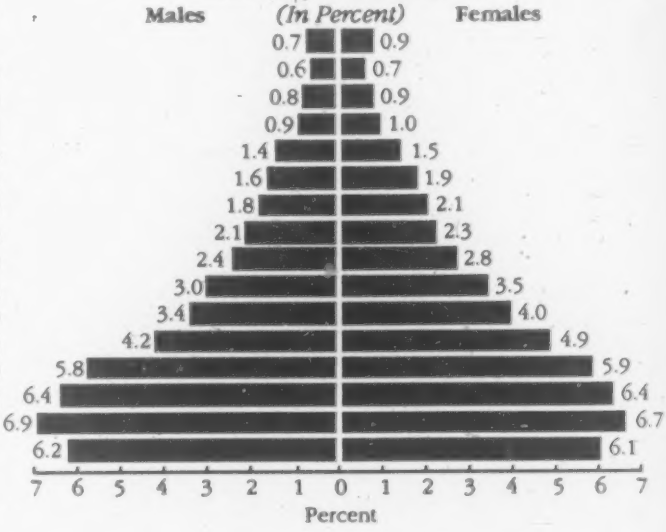
McAllen's profile shows a youthful and fertile age and sex distribution. Although not as extreme as Reynosa's, the data show the under-30 group as being the majority population (59.2 percent), with those over 30 constituting 41.0 percent of the population. The low percentage of males (48.2 percent) may be related to McAllen's poverty, motivating many males to seek employment elsewhere.

A review of the binational market's Hispanic population data reveals concentration at the under-30 level (66.9 percent). Women predominate, (51.8 percent) in both McAllen and Reynosa. This is likely the result of male migration north in search of employment.

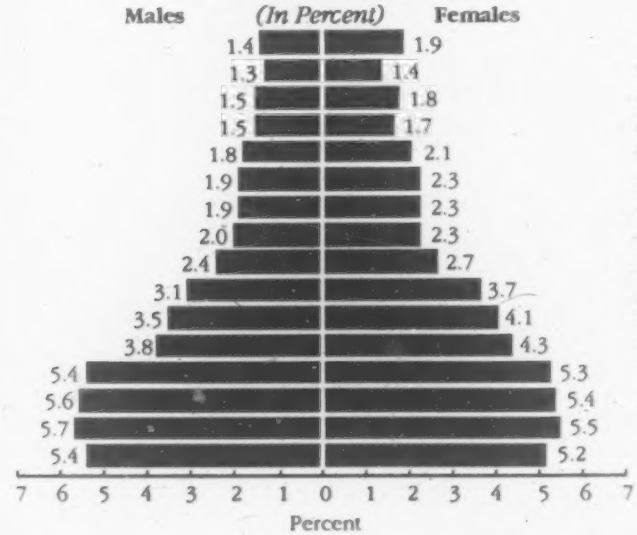
521,780
BINATIONAL MARKET
TOTAL POPULATION



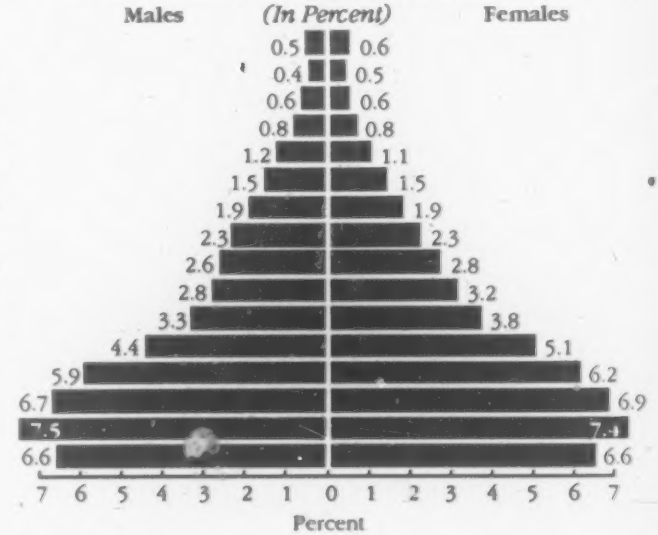
467,925
BINATIONAL MARKET
HISPANIC POPULATION



310,495
McALLEN, UNITED STATES
POPULATION IN THE ADI



211,285
REYNOSA, MEXICO
POPULATION IN THE MUNICIPALITY



Sources: U.S. Census Report PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 28

Technical Note for Age and Sex Distribution: A number of persons whose age could not be ascertained, according to the Mexican Census, are not included in the total. Therefore, the age and sex totals will not exactly equal the Binational Market totals at the beginning of this section.

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Reynosa's income distribution is similar to those of other Mexican border cities. While 32.1 percent of the population have incomes from (U.S.) $1,884 to (U.S.) $3,450, some 34.5 percent earn less. 9.8 percent earn no income at all. Only 3.8 percent of the population earns more than $11,573.

Although Hispanics in most binational markets have low incomes, Hispanics in the **McAllen's** ADI suffer an alarmingly high percentage of poverty; 42.0 percent live below the poverty level; 40.9 percent of Hispanics in the SMSA are poor.

McAllen SMSA Income	Hispanics	Total Population
Mean Family Income 1979	$13,073	$15,920
Median Family Income 1979	$10,418	$12,083
% of Persons Below Poverty	40.9	35.2
Per Capita Income 1979	$2,911	$4,040

Source: U.S. Census Report PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 28 U.S Census Report PHC80 - S2 - B45 (Texas).

Reynosa Annualized Earnings		% of Population
Pesos	Dollars	
0	0	9.8
12 to 7,080	($.005) to ($3.09)	1.8
7,081 to 12,960	($3.10) to ($5.66)	3.0
12,961 to 23,640	($5.67) to ($10.33)	4.9
23,641 to 43,320	($10.34) to ($18.93)	15.0
43,321 to 79,320	($18.94) to ($34.67)	32.1
79,321 to 145,320	($34.68) to ($63.51)	2.5
145,321 to 266,040	($63.52) to ($116.28)	9.1
266,041 +	$116.29 +	3.8

EDUCATIONAL STATUS

The educational profile for McAllen/Reynosa depicts a group 25 years and older with educational attainment varying significantly across the segments of the population.

In **Reynosa,** only a few have attained higher education. Almost 12 percent have no formal instruction. A majority (66.8 percent) had finished elementary school. Only 7.7 percent had successfully completed secondary school. These limited educational attainments deprive a majority of the population of opportunities for advancement.

McAllen Hispanics surpass the educational achievement of Reynosa Hispanics. In McAllen, all are shown to have at least some formal instruction, but a large majority (62.9 percent) have only an elementary school education. 14.6 percent compared to 8.3 percent have finished secondary school.

EDUCATIONAL STATUS CONTINUED

Level of Education McAllen	Number of Hispanics	%	Number of Population	%	Level of Education Reynosa	Number of Population	%
Elementary School	62,892	62.90%	67,689	49.04%	Sin enseñanza media	51,931	66.80%
1-3 Years of High School	8,243	8.24%	13,650	9.89%	Secundaria	6,000	7.72%
High School Graduate	14,576	14.58%	26,075	18.89%	Preparatoria	1,402	1.80%
1-3 Years of College or Post Secondary, Tech.	8,127	8.13%	15,759	11.42%	Carrera subprofnal	3,881	4.99%
4 or More Years of College	6,154	6.15%	14,845	10.76%	Enseñanza superior	3,724	4.79%
					No especificado	10,799	13.89%
Total	99,992	**100.00%**	**138,018**	**100.00%**	**Total**	77,737	**100.00%**

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas) PC 80 - 1 - B45 (Texas) X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 28

LANGUAGE

Spanish is the dominant language of the **McAllen** SMSA, where over four times as many residents speak Spanish at home as those who speak English.

Yet half of the areas are estimated to be bilingual. Given McAllen's proximity to the border it is not surprising that it remains one of the largest Spanish monolingual population centers of the nation.

The Mexican Census does not provide data on English-language usage.

McAllen Language Category	Persons 5-17 Years Number	%	Persons 18 and Over Number	%	Total Persons 5 and Over Number	%
Speak Only English at Home	9,601	11.8	40,140	23.3	49,741	19.6
Speak Spanish at Home	71,510	88.0	130,635	75.9	202,145	79.8
Speak Other Language at Home	188	0.2	1,262	0.8	1,450	0.6
Totals	81,299	100.0	172,037	100.0	253,336	100.0

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas); PC 80 - 1 - B45 (Texas)

EMPLOYMENT

A review of the occupational data for **Reynosa** reveals that 29.4 percent are engaged in white collar occupations, far fewer than the number involved in blue collar work (39.2 percent). Service employees (10.6 percent) are fewer than the number for unspecified occupations (14.0 percent), while 6.9 percent are in farm, fishing and related work.

McAllen's figures differ. There are higher concentrations in white collar (45.8 percent), service (12.3 percent), and farm, fishing and related occupations (10.0 percent), but a lower concentration in blue collar occupations (31.9 percent). Within the white collar occupations, McAllen has more workers in managerial and professional positions. Thus, participation in higher level occupations far exceeds similar figures for Reynosa.

The total binational market reflects the composite features of the McAllen and Reynosa markets. The white collar occupations engage 38.9 percent of the population.

Occupational Classifications	McAllen Labor Force	%	Reynosa Labor Force	%
Managerial And Professional Spelalty				
Executive, Administration, & Managerial	6,958	7.2	783	1.2
Professional Specialty	10,544	11.0	3,168	4.7
Total	**17,502**	**18.2**	**3,951**	**5.9**
Technical, Sales, & Administrative Support				
Technicians & Related Support	1,714	1.8	2,104	3.1
Sales	11,206	11.7	5,820	8.6
Administrative Support (including Clerical)	13,520	14.1	7,985	11.8
Total	**26,440**	**27.6**	**15,909**	**23.5**
Service				
Private Household	883	0.9	2,663	3.9
Protective Service	1,219	1.3	1,318	2.0
Service	9,746	10.1	3,173	4.7
Total	**11,848**	**12.3**	**7,154**	**10.6**
Farming, Forestry & Fishing	**9,617**	**10.0**	**4,576**	**6.9**
Operators, Fabricators, & Laborers (precision Production)	**30,646**	**31.9**	**26,564**	**39.2**
Non-Specified			**9,435**	**14.0**
Total	**96,053**	**100.0**	**67,589**	**100.0**

Source: U.S. Census Reports PHC80 - S2 - B45 (Texas); PC 80 - 1 - B45 (Texas); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 28.

SAN DIEGO/TIJUANA

THE BINATIONAL MARKET AREA

The San Diego/Tijuana Binational Market Area consists of the San Diego ADI in the State of California and the Municipal Division of Tijuana in the Mexican State of Baja California. Together the populations of these two geographic regions comprise a binational market area with a total population of 2,323,103 and a Hispanic population of 736,434.

THE MEXICAN MUNICIPAL DIVISION

The Tijuana Division Municipal has a total population of 461,257, all of whom are considered Hispanic for purposes of this *Almanac*.

THE U.S. ADI

The San Diego Area of Dominant Influence (ADI) consists of San Diego County, and has a total population of 1,861,846, of whom 275,177 are Hispanic.

ADI Counties	Total Population	Hispanic Population
San Diego, CA	1,861,846	275,177

Sources: ADI definition -Broadcasting/Cablecasting Yearbook, 1983, Storer Communications. Population from US Census Report PC 80 - 1 - B6 (California)

THE SMSA*

The San Diego, California SMSA consists of San Diego County. In 1980, the total population was 1,861,846, of whom 275,177 were Hispanic.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

INTRODUCTION AND BACKGROUND

During the early 1900s, relations between Tijuana and San Diego were distant at best, tense at worst. More recently, however, both cities have begun to recognize the value of mutual cooperation. Today they are evidence that binational cities can break down barriers and work together.

San Diego boasts a natural harbor, seasonable weather, and an appealing topography. These advantages have stimulated the local economy and the city's evolution into one of the strongest markets in California. Unlike other U.S. border cities in need of Mexican labor for agriculture or industry, San Diego began as a small seaside city suddenly thrust into prominence by World War II and its role as the principal naval base on the Pacific coast. Since only U.S. citizens were permitted to work on the base, Mexican labor—with the exception of household workers—was unnecessary.

For the most part, Mexican workers bypassed San Diego in their migration into Southern California. San Diego, therefore, did not develop the interdependence of matching labor to labor-intensive employment which characterized other border cities. Although its dependence on the defense industries remains high, growth in San Diego has been the result of expansion in non-military high-tech industries, tourism, wholesale and retail trade, and development of a national convention site.

Although Tijuana is on the Pacific, it lacks a harbor. Its geographic and political isolation from Mexico City have made it relatively independent of the capital city. From early on, the economy relied on tourism and a continual need for casual labor in the United States. In the early 1960s, Tijuana began to invest in its internal economy, evidenced by the growth of industrial parks that attract multinational corporations and by investment in municipal services.

While tourism remains important, Tijuana has emerged as an industrial and manufacturing center where German, Japanese, and U.S. companies establish assembly plants to take advantage of labor and proximity to markets in Southern California. In the past, Tijuana was a stepping stone for migrants looking for work; today migrants come to Tijuana in search of the job opportunities that exist in growing numbers. In both population and economic growth, Tijuana is likely to overtake Ciudad Juarez in the next decade as the major U.S./Mexican border city.

HISPANIC POPULATION AND GROWTH

The **San Diego** MSA and ADI are **San Diego** County and, according to the 1980 Census, it had a population of 1,861,846; of this total, 275,177 were Hispanic. With the addition of **Tijuana** across the border, the total population rises to 2,323,103 and the Hispanic population to 736,434.

The 1985-1990 Population Growth Projections for San Diego/Tijuana point to continuing growth for the total population and the Hispanic population. The estimated 1985 total binational population, 2,753,585, should rise to 3,263,838 in 1990; 936,365, the Hispanic 1985 estimate, should increase to 1,266,256 by 1990.

In 1990 the combined Hispanic market population constituted 39.2 percent of the total binational market population.

Binational Market Area - 1980

Binational Market Area	Hispanics Number	Hispanics %	Total Population Number	Total Population %
San Diego ADI Total	**275,177**	**37.4**	**1,861,846**	**80.1**
S. Diego County (SMSA) Sub-Total	275,177	37.4	1,861,846	80.1
Other ADI Counties Sub-Total	•••••	••	•••••	••
Tijuana Division Municipal Total	**461,257**	**62.6**	**461,257**	**19.9**
Grand Total Binational Market For San Diego/Tijuana	**736,434**	**100.00**	**2,323,103**	**100.00**

Sources: ADI --Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B6 (California); IX Censo General de Poblacion; X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 2

1980-1990 Population Growth Projection
Binational Markets

San Diego-Tijuana Market	Census 1980	Projection 1985	Projection 1990	% Growth Rate*
Binational Hispanic	736,434	965,667	1,266,256	27.15%
Binational Other	1,586,669	1,787,918	1,997,582	
Binational Total	2,323,103	2,753,585	3,263,838	17.0

* Growth rate figure based on an estimate for 1975 and the 1980 Census

Sources: ADI — Broadcasting / Cablecasting Yearbook, 1983, Storer Communications. U.S. Census Report PC (S1)-30 (1970); PC 80 - 1 - B6 (California); IX Censo General de Poblacion X Censo General de Poblacion y Vivienda, 1980 Volumen I, Tomo 2; HPDP Projections

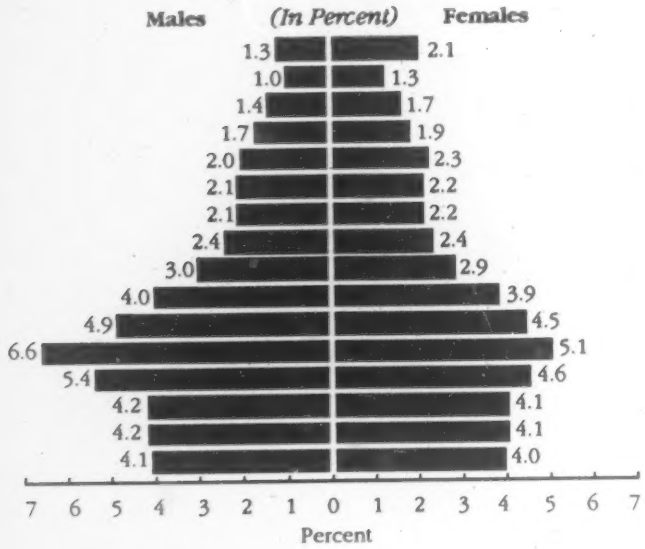
AGE AND SEX DISTRIBUTIONS

Consistent with the age and sex profile of the Mexican American population, the **Tijuana** population is characteristically youthful and fertile. Some 70.2 percent of the population is under 30, while its population of 30 and over totals 30.0 percent. The sex distribution shows a slight majority of females (51.3 percent), probably due to the migration of males across the border in search of employment.

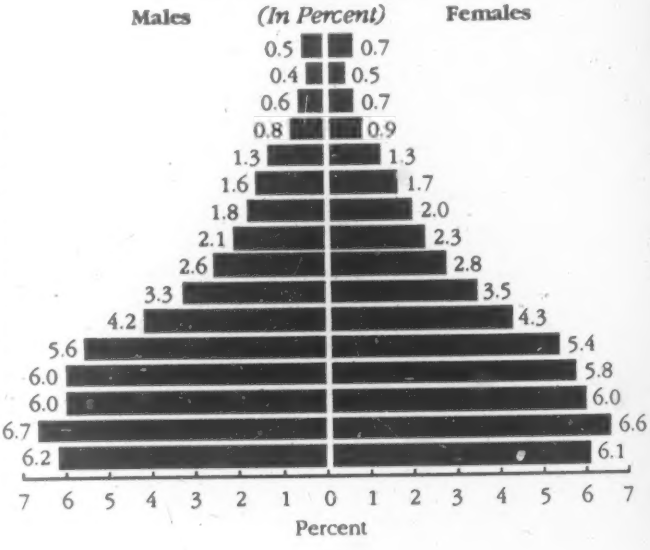
San Diego's population differs in age and sex distributions. With only 14.8 percent Hispanic, the population figures are closer to the national average. The U.S. population under 30 is 49.9 percent, while its counterpart in San Diego is 52.5 percent. The sex breakdown reflects population flow northward from Tijuana; 17.7 percent of males are from 15 to 25 years of age.

The binational population is concentrated at the under-30 level, 60.4 percent, while 39.9 percent of the population is concentrated in the 30-and-over group. The sex distribution shows a slight majority of women (50.6 percent), reflecting profiles of both Tijuana and San Diego.

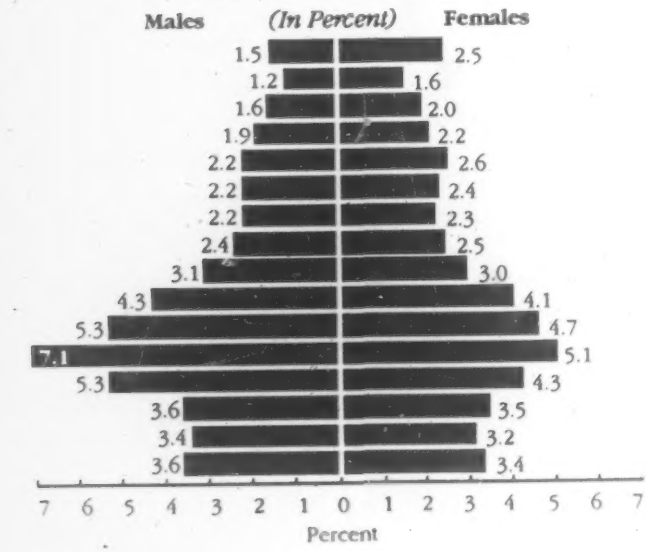
2,322,541
BINATIONAL MARKET
TOTAL POPULATION



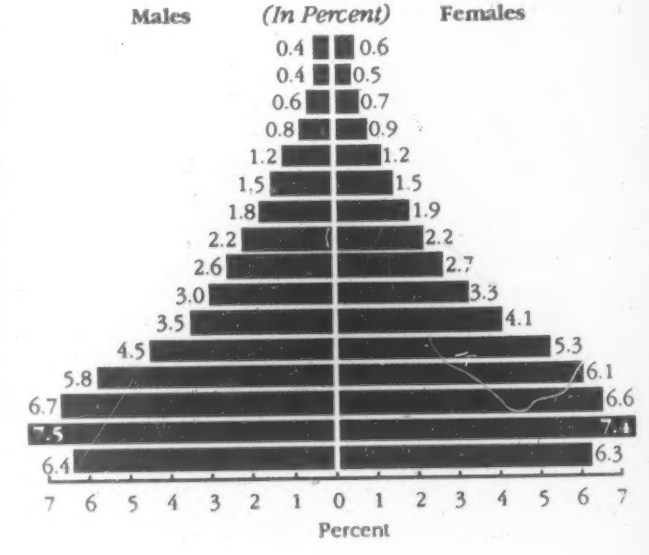
735,872
BINATIONAL MARKET
HISPANIC POPULATION



1,861,846
SAN DIEGO, UNITED STATES
POPULATION IN THE ADI



460,695
TIJUANA, MEXICO
POPULATION IN THE MUNICIPALITY



Sources: U.S. Census Report PC 80 -1 - B6 (California); X Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 2

Technical Note for Age and Sex Distribution: A number of persons whose age could not be ascertained, according to the Mexican Census, are not included in the total. Therefore, the age and sex totals will not exactly equal the Binational Market totals at the beginning of this section.

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Tijuana's income distribution shows 36 percent of the population earning $1,884 to $3,450 U.S. dollars per year. Those earning less totaled 28.4 percent. Twenty-two percent earned between $3,450 and $6,321. Only 3 percent of the population earns more than $11,573 per year.

A review of the income data for the **San Diego** ADI shows that the Hispanic population lags behind the total population, both in terms of median and mean family income

San Diego SMSA Income	Hispanics	Total Population
Mean Family Income 1979	$17,784	$24,185
Median Family Income 1979	$15,004	$20,304
% of Persons Below Poverty	20.8	11.3
Per Capita Income 1979	$4,606	$7,960

Tijuana Annualized Earnings		% of Population
Pesos	Dollars	
0	0	11.7
12 to 7,080	($.005) to ($3.09)	1.9
7,081 to 12,960	($3.10) to ($5.66)	2.1
12,961 to 23,640	($5.67) to ($10.33)	4.0
23,641 to 43,320	($10.34) to ($18.93)	8.7
43,321 to 79,320	($18.94) to ($34.67)	36.0
79,321 to 145,320	($34.68) to ($63.51)	22.0
145,321 to 266,040	($63.52) to ($116.28)	8.0
266,041 +	$116.29 +	3.0

Source: U.S. Census Report PC 80 - 1 - B6 (California); x Censo General de Poblacion y Vivienda, 1980, Volumen I, Tomo 2; U.S. Census Report PH C80 - S2 - B6 (California)

EDUCATIONAL STATUS

As with other Mexican border towns, the **Tijuana** population's schooling is characteristically uneven. Those having had no formal instruction number almost 10 percent of the population, and under half of the population has completed elementary school (49.8 percent). Only 16.4 percent of Tijuana's citizens have finished secondary school. Higher educational attainment is limited to the very few.

The educational profile of the Hispanics of **San Diego** presents a dramatic contrast. Those without instruction do not exist in Census records. The data indicate that 75.9 percent of the people have completed basic education, 34.9 percent elementary and 25.6 percent secondary levels. Because Hispanics comprise only 14.8 percent of San Diego's population, the statistics suggest a relatively highly educated Hispanic population, most of whom are probably U.S. born because of the nature of the defense industry's requirements for citizenship and technical training.

EDUCATIONAL STATUS CONTINUED

Level of Education San Diego	Number of Hispanics	%	Number of Population	%	Level of Education Tijuana	Number of Population	%
Elementary School	41,535	34.87%	114,870	10.70%	Sin ensenanza media	103,331	59.94%
1-3 Years of High School	18,375	15.43%	121,234	11.30%	Secundaria	17,411	10.10%
High School Graduate	30,459	25.57%	355,635	33.14%	Preparatoria	4,667	2.71%
1-3 Years of College or Post Secondary, Tech.	19,460	16.34%	257,648	24.01%	Carrera subprofnal	8,520	4.94%
4 or More Years of College	9,284	7.79%	223,845	20.86%	Ensenanza superior	8,714	5.05%
					No especificado	29,746	17.26%
Total	**119,113**	**100.00%**	**1,073,232**	**100.00%**	**Total**	**172,389**	**100.00%**

Source: U.S. Census Reports PHC80 - S2 - B6 (California) PC 80 - 1 - B6 (California); X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 2

LANGUAGE

The **San Diego** SMSA's population is less bilingual than the U.S. population in the other major binational markets; among persons five years old or more, 81.9 percent in San Diego speak only English at home, compared to 23.4 percent in Brownsville, 37.6 percent in El Paso, 7.4 percent in Laredo, and 19.6 percent in McAllen.

Correspondingly, fewer San Diego residents -- only 11.3 percent -- speak Spanish at home.

The Mexican Census does not provide data on English-language usage.

San Diego Language Category	Persons 5-17 Years Number	%	Persons 18 and Over Number	%	Total Persons 5 and Over Number	%
Speak Only English at Home	280,377	80.7	1,138,876	82.1	1,419,253	81.9
Speak Spanish at Home	50,353	14.5	145,006	10.5	195,359	11.3
Speak Other Language at Home	16,500	4.8	102,729	7.4	119,229	6.8
Totals	347,230	100.0	1,386,611	100.0	1,733,841	100.0

Source: U.S. Census Reports PHC80 - S2 - B6 (California) PC 80 - 1 - B6 (California) X Censo General de Poblacion y Vivienda, 1980, Volumen I and II, Tomo 2

EMPLOYMENT

San Diego's population is mostly concentrated in white collar occupations (58.8 percent). This is probably due to the large defense-related employment opportunities absent in the other border cities.

Tijuana contrasts sharply in its occupational distribution. Although the highest concentration is also in white collar occupations, the figure is significantly lower (36.4 percent). Furthermore, Tijuana's blue collar concentration is much higher than San Diego's, (34.8). The service occupations engage only 10.7 percent of the population. However, those performing work related to farming, forestry and fishing number 2.9 percent which closely parallels the San Diego percentage.

The total binational market's occupational data show that white collar occupations engage 55.2 percent, while 25.5 percent of the population are involved in blue collar jobs.

Occupational Classifications	San Diego Labor Force	%	Tijuana Labor Force	%
Managerial And Professional Specialty				
Executive, Administration, & Managerial	90,049	11.9	2,847	1.8
Professional Specialty	106,618	14.1	7,011	4.4
Total	**196,667**	**26.0**	**9,858**	**6.2**
Technical, Sales, & Administrative Support				
Technicians & Related Support	29,579	4.0	5,213	3.2
Sales	90,041	11.9	19,870	12.3
Administrative Support (including Clerical)	128,243	17.0	23,705	14.7
Total	**247,863**	**32.8**	**48,788**	**30.2**
Service				
Private Household	4,636	0.6	4,777	3.0
Protective Service	11,835	1.6	2,322	1.4
Service	89,575	11.8	10,137	6.3
Total	**106,046**	**14.0**	**17,236**	**10.7**
Farming, Forestry & Fishing	**20,678**	**2.7**	**5,095**	**2.9**
Operators, Fabricators, & Laborers (precision Production)	**185,146**	**24.5**	**55,667**	**34.8**
Non-Specified			**24,443**	**15.2**
Total	**756,400**	**100.0**	**161,087**	**100.0**

Source: U.S. Census Reports PHC80 - S2 - B6 (California); PC 80 - 1 - B6 (California); X Censo General de Poblacion y Vivienda, 1980, Volumen I. Tomo 2

Section IV

Puerto Rico: The Island Market

The Island of Puerto Rico

The Commonwealth of Puerto Rico is a culturally distinct society, a fact somewhat obscured by the familiarity that most observers feel when they see its political, judicial, and educational systems that are modeled after the U.S. systems. Puerto Rico has seen several stages of U.S. foreign policy. From a spoils-of-war status following a period of expansionism, to a laboratory for experiments in economic development, to an abundant source of temporary labor for mainland agriculture and industry, Puerto Rico has passed to its present status as an independent Commonwealth whose economy is overly dependent upon the United States.

Puerto Ricans are the most literate and educated people in the Caribbean. Despite the burden of many of the problems associated with developing nations, their resilience is exhibited throughout the island. Puerto Ricans continue to be assertive in seeking new economic opportunities in neighboring Caribbean countries, as well as in their efforts to establish a stronger internal economy oriented toward local consumption.

Puerto Ricans are U.S. citizens, and many visit the mainland; some remain permanently. During the 1970's and into the 80's, with the island economy growing slowly, not enough jobs existed to match the supply of skilled and trained Puerto Ricans. Many migrated to the U.S. mainland, resulting in what some observers have called a "Brain Drain" from Puerto Rico. But Puerto Rico is in the process of restructuring its economy to regain its competitive edge, and to provide incentives for capital investments. The Island has been experiencing economic turnaround since the 1980's.

The island lies in a strategic location between North and South America, in the midst of a cluster of 7,000 tropical islands. Much of its landscape is mountainous; almost three fourths of the land area is too steep for agriculture or cultivation. However, Puerto Rico has coastal plains, valleys, beaches, and cities, and the climate is very mild.

Puerto Rico was discovered by Christopher Columbus on November 19, 1493, during his second voyage to the New World. The island originally was known as Boriquen by the native Taino Indians. Columbus renamed it San Juan Bautista (St. John the Baptist). Ponce de Leon built a town on the San Juan harbor and named it Puerto Rico, or Rich Port. Later, during the colonization period, the island would be renamed Puerto Rico and the capital, San Juan. A permanent Spanish settlement was established in 1508 under Ponce de Leon, Puerto Rico's first governor. In 1897, Spain granted Puerto Rico a charter of autonomy, limited sovereignty, and representation. A year later, in 1898, U.S. forces landed on Puerto Rico during the Spanish American War and occupied the island until it was ceded to the United States by Spain in the same year.

In 1917, Puerto Ricans were granted U.S. citizenship and the island was recognized as a possession "belonging to but not a part of" the United States. Puerto Rico continued developing its plantation economy, with sugar cane as its leading agricultural product. After World War II, under the leadership of Luis Munoz Marin, significant political and economic changes unfolded. A plebiscite to determine Puerto Rico's political status, (statehood, commonwealth, or independence) has been proposed for 1991. In 1952, a referendum vote on the Puerto Rican constitution created the Commonwealth.

Puerto Rico's economic progress stemmed from industrialization and Operation Bootstrap. A dramatic, self-help, economic-industrial development program, Operation Bootstrap drove the new Puerto Rico from the late 1940s through 1960s. Manufacturing and industrial employment and economic growth were the goals. New factories and inducements, such as federal tax exemptions, attracted an inflow of U.S. capital, and the Puerto Rican economy grew annually anywhere from 4 percent to 9 percent during this period. After a major recession in the early 1970's from which some industries did not recover, Puerto Rico in 1975 renewed its initiative and began a new industrial targeting program. Today, manufacturing and high tech industries comprise a significant portion of Puerto Rico's economic success.

Puerto Rico has a rich and diverse cultural heritage. Beginning with four centuries of Spanish influence and progressing toward its own modern identity, Puerto Rico can boast major accomplishments in music, literature, art, and sports.

Puerto Rico

The Market

Puerto Rico, fourth largest of the Caribbean islands, is located a thousand miles southeast of Miami. Roughly rectangular, Puerto Rico measures 111 miles east to west and 36 miles north to south. The population density is high with an average of 976 persons per square mile.

Puerto Rico is considered a U.S. territory. A commonwealth, Puerto Rico is part of the United States with respect to war, foreign policy, and international trade, but has its own laws and representative government, and levies its own taxes although federal law is still sovereign. It sends an elected, non-voting delegate—termed the Resident Commissioner—to the U.S. House of Representatives. The U.S. government retains power over matters such as defense, immigration, judicial activity, and postal service. Puerto Ricans are citizens of the United States, protected by both the U.S. and Puerto Rican constitutions.

Puerto Rico is not an Area of Dominant Influence, nor does it contain an ADI, since it lacks some of the specifications that define an ADI. It is fair, however, to think of Puerto Rico as approximating an ADI, and for purposes of this market overview it has been treated as such.

Puerto Rico consists of the Island of Puerto Rico and a series of smaller offshore islands, two of which—Vieques and Culebra—are Puerto Rican municipalities.

The primary geographical and political divisions are termed municipalities, or municipios. Each municipio constitutes a governmental unit, and each contains a ciudad or pueblo in which the seat of government is located. There are 78 municipios in Puerto Rico.

In 1980, the total population was 3,206,000, virtually all Hispanic, but it must be recognized that some non-Hispanics—for business, recreational, and retirement reasons—have settled in Puerto Rico. The population in 1988 was estimated at 3.26 million.

Hispanic Population and Growth

Puerto Rico has experienced gradual population growth during the 1980's.

Puerto Rico's slowing population growth results from a once high but now declining birth rate and from a migration trend that reflects changing job opportunities.

The accompanying table shows steady growth in the population. The population will increase to 3,360,712 in the year 1990.

Note: The 1980 U.S. Census did not provide ethnic group data for Puerto Rico's population. Efforts were made to contact local Puerto Rican institutions to ascertain the percentage of Puerto Rico's residents who are Hispanic, but no verifiable statistics were obtained. It is known, of course, that not all Puerto Rico's residents are Hispanic.

Population Growth Projections
Puerto Rico
1980

Puerto Rico	Census 1980	Estimate 1985	Projection 1990
Residents	3,206,000	3,282,000	3,360,712

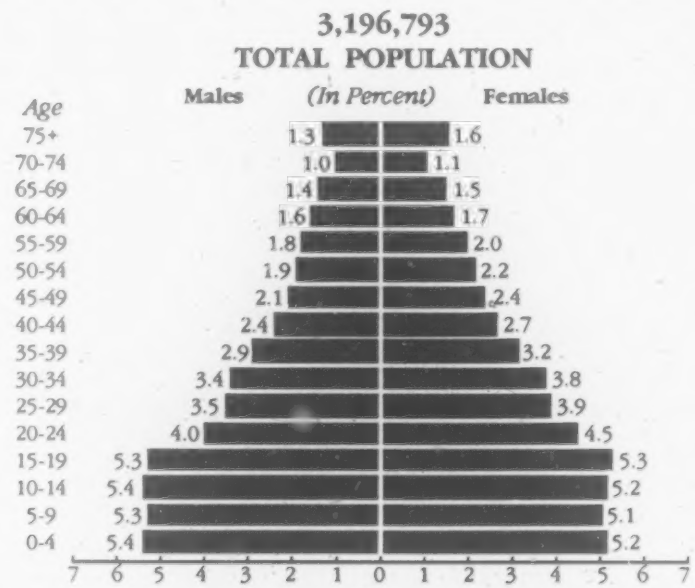
Source: U.S. Bureau of the Census Series P-25, No 1049.

Projection was prepared by HPDP specifically for the *Almanac*

Age and Sex Distribution

The demographic profile for Puerto Rico shows a youthful, fertile market population. The classic pyramid shape of the Puerto Rican age and sex distribution chart indicates a sizeable younger population with a significant thinning among the elderly.

Specifically, 58.1 percent of the population is under 30, and 15.0 percent is over 54.



Source: U.S. Census Report PC80-1-B53

Income

The U.S. 1980 Census figures showed a struggling economy and a dismal personal-income picture. The 1979 mean family income of $8,271 was less than half the Hispanic mean family income in the United States, and close to one-third the mean family income for the total U.S. population, $23,177.

Similarly, Puerto Rico's median family income of $5,932 was less than the comparable figure for U.S. Hispanics ($14,711) and considerably less than the figure for the total U.S. population ($19,908). Per capita income was $2,126. Most notable, 62.4 percent of the island's people were living below the poverty line.

However, recent trends and figures indicate an improving and growing economy which enhances personal income opportunities. During 1983, the local economy was significantly affected by the recession in the United States. Since then the economy has seen rises in many of its leading economic indicators, and according to the Puerto Rico Economic Development Administration, aggregate personal income for fiscal 1987 was $16.0 billion, and personal income per capita was $2,126. Moreover, economic progress has been aided by significant post-1980 increases in levels of education and occupational skills.

Income
Puerto Rico
1980

Income Group	Total Population
Mean Family Income 1979	8,271
Median Family Income 1979	5,932
Per Capita Income 1979	2,126
% of Persons Below Poverty	62.4%

Source: U.S. Census Report PHC80-S2-53 (Puerto Rico)

Education

Puerto Rico has no portion of its population without some formal education; however, almost half the adult population 25 and over (47.8 percent) has only an elementary or "through eighth grade" education. Compared to mainland Hispanics, Puerto Rico's population is less educated, and lags far behind the total U.S. population.

Some 21.1 percent have finished high school, and 9.4 percent have completed four or more years of college.

Education
Puerto Rico
1980

Level of Education	Number of Persons	% of Persons
Elementary		
0 to 4 years	407,145	25.8%
5 to 8 years	346,597	22.0%
High School		
1 to 3 years	200,269	12.7%
4 years	332,770	21.1%
College		
1 to 3 years	142,981	9.1%
4 years or more	147,920	9.4%
Persons 25 and older	1,577,682	100.10%

Source: U.S. Census Report PHC80-S2-53 (Puerto Rico)

Language

By a four- to-one ratio, Spanish is the predominant language spoken at home in Puerto Rico. But the island has a notable bilingual population, with one-fourth speaking both Spanish and English..

Within Puerto Rico's boundaries, 98.2 percent speak Spanish well or very well. In comparison, 23.0 percent speak English well.

Language
Puerto Rico
1980

Language Category	Number of Persons	% of Persons
Speak Spanish	**2,805,444**	**98.2%**
Speak English easily	541,160	19.3
Speak English with difficulty	643,873	23.0
Unable to speak English	1,620,411	57.7%
Speak no Spanish	**50,424**	**1.8%**
	2,855,868	100.0%

Source: U.S. Census Report PHC80-S2-53 (Puerto Rico)

Occupation

A work force of nearly three quarters of a million men and women is the island's most important resource. The indigenous Puerto Rican work force reflects a strong white collar sector undergirded by stable blue collar, service, and farm labor sectors, much like the U.S. mainland.

The occupational classification table shows the distribution of the work force among four categories: (1) white collar workers—professional, managerial, technical, clerical, and sales; (2) blue collar workers—craftspersons, operators, and non-farm laborers; (3) service workers—protective and household; and (4) farm, forestry, and fishing workers. Among these four general categories, 47.4 percent are white collar workers, 34.5 percent are blue collar workers, 14.5 percent are service workers, and 3.5 percent are farm, forestry, and fishing workers.

The occupational breakdown of Puerto Ricans living and working on the island nearly parallels that of the total U.S. working population. Puerto Rican white collar workers are a smaller percentage by a modest 4.4 percent; in other categories of worker classifications, Puerto Ricans come out ahead by slight margins.

With respect to the U.S. Hispanic population, Puerto Ricans outpace U.S. Hispanics by 13 percent, or 47.5 percent to 34.5 percent in the white collar classifications, and participate relatively less in the other working groups. It follows that Puerto Ricans who work on their home island have attained higher levels of occupational status than their U.S. Hispanic counterparts.

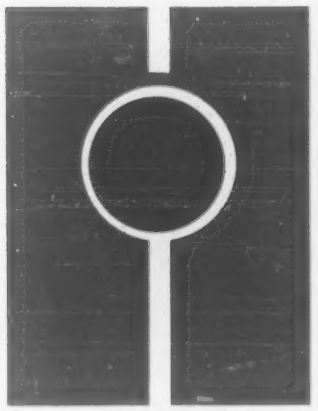
Puerto Ricans on the mainland hold fewer white collar jobs than do their

counterparts in the Commonwealth and fewer than the total U.S. population.

Occupation
Puerto Rico
1980

Occupational Classifications	Puerto Rican Labor Force	%
Managerial And Professional		
Executive, Administration, & Managerial	61,542	8.4
Professional Specialty	87,468	11.9
Total	**149,010**	**20.3**
Technical, Sales, & Administrative Support		
Technicians & Related Support	15,202	2.1
Sales	73,839	10.0
Administrative Support (including Clerical)	110,227	15.0
Total	**199,268**	**27.1**
Service		
Private Household	4,032	0.5
Protective Service	23,395	3.2
Service	79,559	10.8
Total	**106,986**	**14.5**
Farming, Forestry & Fishing	**25,476**	**3.5**
Operators, Fabricators, & Laborers (Precision Production)	**253,182**	**34.5**
Total	**733,922**	**99.9**

Source: U.S. Census Report PHC80-S2-B53

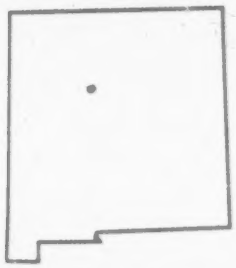


Section V

Profiles: The Top 27 Hispanic Markets

ALBUQUERQUE

THE ALBUQUERQUE, NEW MEXICO SMSA*



The Albuquerque SMSA consists of Bernalillo and Sandoval Counties. In 1980 the total SMSA population was 454,499. Hispanics totaled 164,200 or 36.1 percent. The Albuquerque ADI, defined below, is the ninth largest U.S. Hispanic market, with a total of 368,091 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE ALBUQUERQUE SMSA

For centuries Hispanics have been influential in the political and economic life of New Mexico. As the historical growth and development of the state have shifted from the northern counties to the central part of the state, the size and importance of the Hispanic population in the Albuquerque SMSA have grown concurrently.

Albuquerque has grown from a medium-sized town to a major regional city. Slowly, Albuquerque has generated the economic base which presently dominates the state. Hispanics have constituted a significant portion of Albuquerque's population throughout this period. Hispanic in-migration to the area has been complemented by many non-Hispanic retirees, artisans, and workers. While the Hispanic presence remains strong, the new economy of Albuquerque to a great extent includes industries which have migrated to New Mexico, often bringing many of their own workers.

Albuquerque Hispanics have benefited from the dynamic and high growth economy of the area. Job opportunities have multiplied and many Hispanics have been able to take advantage of high growth sectors. Particularly in the early stages of its growth, Albuquerque attracted Hispanic in-migrants from Colorado, Texas and Arizona. More recently, economic growth has steadied and unemployment has risen due to continued in-migration which has not decreased as the economy has slowed.

Hispanics in New Mexico comprise generations of middle class families, college graduates, and the professionally employed. It is not surprising, then, to find a strong, viable social structure among the long-term Hispanic residents. More recent arrivals, particularly those who have benefited from the area's economic growth, are economically stable and represent a significant portion of the local consumer market.

As the data indicate, the earnings of Hispanics in the Albuquerque SMSA are approximately two-thirds the earnings of the Anglo population. In educational attainment Hispanics rank below all other major population subgroups as well as below the total population.

The Hispanics in New Mexico are perhaps less conscious of their status as a minority population than are the Hispanic populations of other states. The average New Mexican is accustomed to encountering Hispanics in professional, technical or managerial positions. And New Mexico has elected a number of Hispanic U.S. Senators, Representatives, and governors.

HISPANIC POPULATION AND GROWTH

The Hispanic population grew faster than other major Albuquerque groups and faster than the total SMSA population. Hispanics are by far the largest minority in Albuquerque.

The Census estimates that by 1985 the Hispanic population had increased to 172,800. It is projected that the Hispanic population will reach 241,806 by the year 2000. A weak regional economy in New Mexico promotes out-migration of younger Hispanics

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Bernalillo Co.	334,490	79.7	9,795	2.3	11,289	2.7	3,559	0.8	154,620	36.8	419,700	92.3
Sandoval Co.	20,521	59.0	300	0.9	9,499	27.3	65	0.2	9,580	27.5	34,799	7.7
Totals	355,011	78.1	10,095	2.2	20,788	4.6	3,624	0.8	164,200	36.1	454,499	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B33.

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

and limits immigration. These factors have affected the Hispanic rate of growth. The largest Hispanic group in the Albuquerque SMSA is of "other Spanish origin,"* a classification claimed by 55.7 percent of all Hispanics. The widespread use of the other Spanish category reflects the Spanish descent of the state's early settlers. An additional 43.6 percent have identified themselves as of Mexican origin; 61.5 percent were reported within the White category.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

Albuquerque	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	390,332	424,000	8.63	462,078	503,727	549,129
Black	9,500	11,300	17.89	13,514	16,161	19,327
Other Races	15,900	20,700	30.2	27,998	37,869	51,220
Hispanic	155,500	172,800	11.2	193,279	216,185	241,806
Total	415,732	456,000	9.69	502,398	553,517	609,837

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

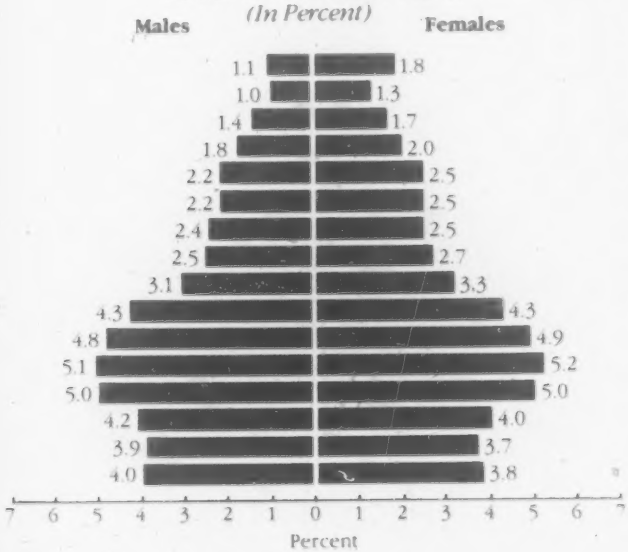
Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

454,499

TOTAL SMSA POPULATION

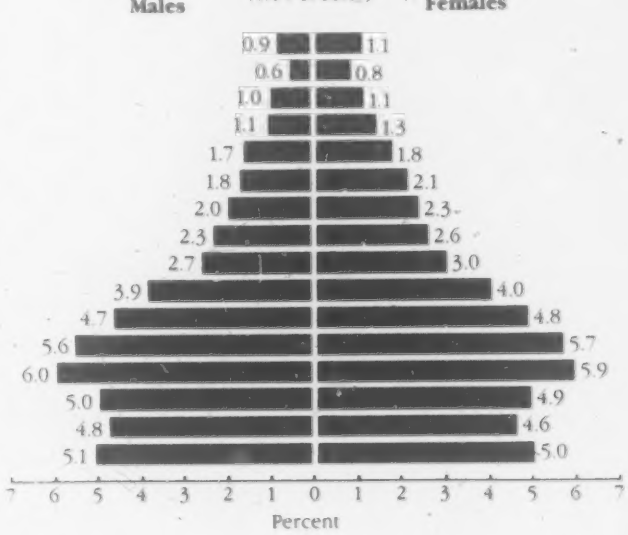
(In Percent)



164,200

HISPANIC POPULATION IN THE SMSA

(In Percent)



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B35 (New Mexico).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

The total population in the Albuquerque SMSA consists of 222,169 males (48.9 percent) and 232,330 females (51.1 percent), whereas the Hispanic population consists of 80,460 males (49.0 percent) and 83,740 females (51.0 percent). Thus, a simple sex distribution shows no significant differences between Hispanics and the total population. For each of the age categories from 0 to 24, identified below, Hispanics show a greater concentration than the total population. For each of the remaining categories (25 years and older), the total SMSA population reflects relatively higher concentrations. This characteristic also holds for comparison of the male and female classifications. Thus, the Hispanic population is relatively much younger than the overall population. Fully 52.6 percent of all Hispanics are under the age of 25, while only 43.9 percent of the total population is under 25. The relative youthfulness of the Hispanic population is both cause and effect of the higher growth rate for this population subgroup. It also suggests that Hispanics will become an increasingly important population subgroup in the Albuquerque SMSA.

INCOME

Census estimates for 1979 showed Hispanic income to be lower than White income, but also showed Albuquerque's Hispanics faring better economically than Blacks or the American Indian, Eskimo, and Aleut population of the area. Mean and median family incomes for Hispanics were $17,188 and $15,121 respectively, compared to $21,989 and $19,033 for the total population. While having mean and median family incomes lower than those of the total population, relatively few Hispanics were found to be below the poverty level in 1979. In percentage terms, fewer Hispanics were below the poverty level than were Blacks, American Indians, Eskimos and Aleuts, and Asians and Pacific Islanders. Some 18.6 percent of all Hispanics were below the poverty level compared to 13.6 percent of the total population.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$23,357	$20,341	10.9%
Blacks	$16,484	$13,951	23.4%
American Indians, Eskimos, and Aleuts	$14,984	$12,644	31.3%
Asians and Pacific Islanders	$19,084	$16,406	29.2%
Hispanics	$17,188	$15,121	18.6%
Total Population	$21,989	$19,033	13.6%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-33 (New Mexico).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Hispanic educational attainment lags behind that of the total Albuquerque SMSA population and other population subgroups. Hispanics have the highest percentage of individuals who have completed only elementary school (24.8 percent). This compares to 12.3 percent of the total population having completed only elementary school. Some 56.7 percent of all Hispanics have completed high school, compared to 79.0 percent for Whites, 70.9 percent for Blacks, and 75.8 percent for the total population. Fewer Hispanics than other population groups in the SMSA have completed four or more years of college. 8.3 percent of Hispanics have completed at least four years compared to 24.5 percent of Whites, 14.5 percent of Blacks, 10.3 percent of American Indians, and 22.3 percent of the total population.

Years of School Completed (For Those 25 and Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	21,572	10.1	540	11.8	1,745	20.2	367	16.2	19,355	24.8	31,466	12.3
1-3 Yrs. High School	23,262	10.8	788	17.3	1,285	14.9	267	11.8	14,443	18.5	30,399	11.9
4 Yrs High School	72,613	33.8	1,484	32.5	3,010	34.9	623	27.5	28,392	36.3	86,740	33.9
1-3 Yrs. College	44,450	20.7	1,088	23.9	1,698	19.7	319	14.1	9,475	12.1	50,413	19.7
4 or More Yrs. College	52,660	24.5	660	14.5	886	10.3	689	30.4	6,475	8.3	56,809	22.2
Totals	214,557	99.9	4,560	100.0	8,624	100.0	2,265	100.0	78,140	100.0	255,827	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-33 (New Mexico).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In the Albuquerque SMSA in 1980, 25.7 percent--or 107,933--of the area's Hispanics 5 years of age or more--spoke Spanish at home.After English, Spanish is the dominant language in the SMSA. Only a small percentage (5.7 percent) of the population speak a language other than English or Spanish at home. The younger 5-17 group tends to speak more English at home more often than the older group. In the age group 5-17 some 20.3 percent speak Spanish at home. Age group 18 and over—27.5 percent—speak Spanish at home. A significant number of Hispanics in New Mexico have lived for generations within what are now the borders of the United States. They are fully bilingual or English monolingual.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	72,873	74.3	214,863	66.9	287,736	68.6
Speak Spanish at Home	19,877	20.3	88,056	27.4	107,933	25.7
Speak Other Language at Home	5,335	5.4	18,163	5.7	23,498	5.7
Totals	98,085	100.0	310,932	100.0	434,949	100.0

Source: U.S. Census Report PHC80-S2-33 (New Mexico)

THE ALBUQUERQUE ADI

The Albuquerque Area of Dominant Influence (ADI) consists of the 28 counties shown below and has a total population of 996,167, of which 368,091 or 37.0 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Apache AZ	52,108	1,983
Archuleta CO	3,664	1,145
Conejos CO	7,794	4,772
Costilla CO	3,071	2,380
La Plata CO	27,424	3,072
Mineral CO	804	38
Montezuma CO	16,510	1,352
Rio Grande CO	10,511	3,886
Saguache CO	3,935	1,622
Bernalillo NM	419,700	154,620
Colfax NM	13,667	6,481
Grant NM	26,204	13,452
Guadalupe NM	4,496	3,716
Harding NM	1,090	483
Lincoln NM	10,997	2,927
Los Alamos NM	17,599	2,022
McKinley NM	56,449	7,638
Mora NM	4,205	3,640
Otero NM	44,665	9,713
Rio Arriba NM	29,282	21,786
Sandoval NM	34,799	9,580
Santa Fe NM	22,751	18,524
San Miguel NM	75,360	41,865
Sierra NM	8,454	2,142
Socorro NM	12,566	5,873
Taos NM	19,456	13,442
Torrance NM	7,491	3,076
Valencia NM	61,115	26,861
Totals 28 Counties	996,167	368,091

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Reports PC80-1-B33 (New Mexico), PC80-1-B7 (Colorado), and PC80-1-B4 (Arizona)

ACCURACY OF THE LOCAL CENSUS

The Census effort in Albuquerque was better than average, despite the lack of a full address list, due to the impressive growth of the 1970s. Fortunately, Albuquerque's growth has followed conventional patterns. Thus, new housing and the dramatic increase in mobile housing are sufficiently regulated to allow for their identification and eventual coverage.

There were only a few problems which affected the Census enumeration. The first was the enumeration of American Indians, some of whom were omitted from the Census because they declared a reservation as their usual place of residence when in fact they reside in Albuquerque. The second problem was one of misclassification. Hispanic origin persons in New Mexico often utilize the term "Hispano" as the preferred ethnic label. There were some indications that some Hispanos who were enumerated failed to classify themselves as Spanish/Hispanic persons since the Hispano label was not provided.

A less significant problem arose from the difficulties of total coverage in the rural areas of Bernalillo County. These outlying areas are characterized by mountainous terrain which, under the best of circumstances, can be covered thoroughly only by a knowledgeable person using a four-wheel drive vehicle. Unfortunately, only a couple of such individuals were employed as Census enumerators.

Probable undercount of Hispanics in Albuquerque: 4 percent.

AUSTIN

THE AUSTIN, TEXAS SMSA*

The Austin SMSA consists of Hays, Travis, and Williamson Counties. In 1980 the total SMSA population was 536,688. Hispanics totaled 94,367, or 17.6 percent. The Austin ADI, defined below, is the 22nd largest U.S. Hispanic market, with a total of 109,307 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE AUSTIN SMSA

As the state Capital and site of the largest university in the state, Austin benefits from a strong economic base of public employment. Austin is also strategically centered at the nexus of the "new Texas" which emerged in the south central part of the State during the 1970s.

Austin experienced a boomtown-like growth of unprecedented population during the decade of the '70s. Austin's population growth was associated with the diversification of the local economy which transformed Austin from a middle-sized city to a dynamic metropolitan area with a wide array of high-tech industries and research and development facilities.

At the beginning of the 1980s, Austin's future appeared to be unlimited and all segments of the local population benefited greatly from the expanding economic base. The picture changed dramatically with the 1982-84 recession and concurrent drop in oil prices. Modern-day Austin was less dependent upon oil but not sufficiently independent to avoid being dragged down by the state-wide economic slowdown. The repercussions of the slowdown resulted in high office vacancy rates, savings-and-loan failures, and numerous bankruptcies. Nonetheless, the stable governmental/university base continued to provide a modicum of economic stability and while the recovery has been slow, hopeful signs of renewed economic activity and growth have begun to appear.

Latinos in Austin differ significantly from Hispanics in Texas in general. They have higher levels of education though not necessarily higher incomes. Austin Hispanics also have higher rates of employment and are less likely to speak Spanish than Hispanics in Texas as a whole.

Austin Hispanics are less likely than Blacks to work in the public sector and as a result suffered more during the economic slowdown than groups whose employment was secure in the public sector.

Austin Hispanics are comprised of several segments, the high education-low income group (mostly students), the high education-high income group (professionals and skilled workers) and the low education-lower income group (including a large Austin-born population). The latter group is the smallest of the three.

The economic recovery of Austin is expected, although likely to unfold slowly and with some backsteps along the way rather than with the smooth upward trajectory that has characterized its past. Austin Hispanics are positioned—in terms of education—to take advantage of the economy that characterizes the Austin Texas area.

HISPANIC POPULATION AND GROWTH

Hispanics are the largest minority group in the Austin SMSA. Most of its 94,367 Hispanics live in Travis County, where Austin is located. Hays County, however, has a higher concentration in terms of percentage; 30.5 percent of the county's population is Hispanic.

Blacks represent the second largest minority population in the SMSA, with a total of 50,256 in 1980.

Most of the SMSA's Hispanic population is of Mexican ancestry

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Hays Co.	34,131	84.1	1,214	3.0	90	0.2	77	0.2	12,386	30.5	40,594	7.6
Travis Co.	330,156	78.7	44,822	10.7	1,841	0.4	4,818	1.1	72,288	17.2	419,573	78.2
Williamson Co.	66,154	86.5	4,220	5.5	140	0.2	522	0.7	9,693	12.7	76,521	14.3
Totals	430,441	80.2	50,256	9.4	2,071	0.4	5,417	1.0	94,367	17.6	536,688	100.1

Source: CTI aggregations drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

(91.8 percent). Those of other Spanish origin,* however, represent a significant portion of the area's Hispanics (6.8 percent); Puerto Ricans at 0.9 percent and those of Cuban ancestry at 0.4 percent constitute only small groups.

The Hispanics of the Austin SMSA were reported by the Census to be mostly concentrated within the White racial group (46.5 percent); 0.7 percent and 52.8 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

Austin	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	496,249	633,970	27.75	836,730	1,104,338	1,457,534
Black	50,400	60,700	20.5	74,511	91,464	112,274
Other Races	7,800	13,500	73.08	28,035	58,222	120,912
Hispanic	94,500	124,400	31.6	170,631	234,043	321,020
Total	546,656	708,170	29.55	951,637	1,278,808	1,718,460

Source: U.S. Census, Current Population Reports. Series P - 25, No. 1040 - RD -1, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985.

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same nimbers for the 1980 count of Hispanics. This is because these tables have different sources. The former is derived from the 1980 Census, and the later is an experimental Census estimate reached after 1985.

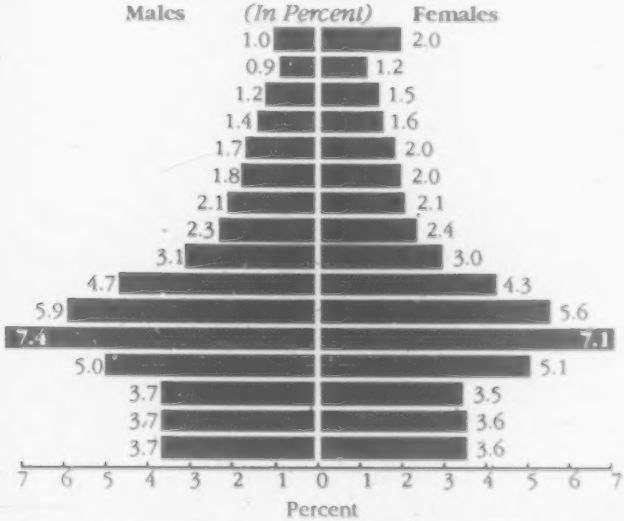
AGE AND SEX DISTRIBUTIONS

The Hispanic age pyramid reflects a youthful and growing population, with higher percentages in the brackets below the 35-to-39 category. The Hispanic population also shows particularly high concentrations in the prime child-bearing years. Some 34.8 percent of the area's Hispanic male population is under 30, and 33.5 percent of the females are under 30. This means that 68.3 percent of the total Hispanic population—just over two-thirds—is under 30. The ratio of males to females for Austin Hispanics is 50.2 percent to 49.8 percent.

Looking at the Austin SMSA's total population, 58.0 percent is under 30, with slightly more males than females. Compared to the Hispanic populations, the general population in the SMSA is less youthful and fertile, but nevertheless reflects a healthy potential for growth. The male to female ratio is 49.6 percent to 50.4 percent.

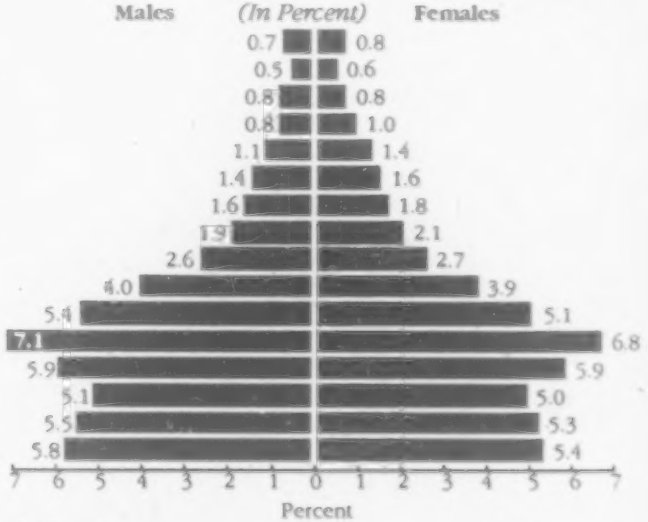
536,688

TOTAL SMSA POPULATION



94,367

HISPANIC POPULATION IN THE SMSA



Source: CTI Calculations based on data acquired from U.S. Census Report PC80-1 - B45 (Texas)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Census figures for 1979 showed Hispanic income to be much lower than White income, although Austin's Hispanics were doing better economically than its Blacks. But the American Indians, Eskimos and Aleuts,Asians and Pacific Islanders, fared considerably better than either Blacks or Hispanics.

The total population's mean family income was $23,663; for Hispanics it was $16,630. The total population's median family income was $20,560; for Hispanics it was $14,596. However, 22.6 percent of all Hispanics compared to 14.2 percent of the total population lived below the poverty level

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$25,712	$22,121	11.4%
Blacks	$15,147	$12,507	25.6%
American Indians, Eskimos, and Aleuts	$19,681	$18,028	20.6%
Asians and Pacific Islanders	$18,357	$14,292	22.7%
Hispanics	$16,630	$14,596	22.6%
Total Population	$23,663	$20,560	14.2%

Source: CTI aggregations of data drawn from U.S. Census Reports PHC80-S2-45 (Texas) and PC80-1-C45 (Texas).
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Only 9.8 percent of the area's Hispanics have completed college (four or more years), compared to 28.1 percent of the total population and 31.3 percent of the White population. It is interesting to note that among the Asian and Pacific Islanders, an overwhelming 42.5 percent have four or more years of college education. Hispanics rank lowest among the populations for college education.

This trend shapes early; Hispanics have the highest percentage of individuals who have completed only elementary school (42.0 percent), compared to 14.6 percent of the total SMSA population.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	26,220	10.9	5,527	22.5	272	23.7	336	11.0	16,777	42.0	42,034	14.6
1-3 Yrs. High School	27,012	11.3	5,181	21.1	117	10.2	249	8.2	5,837	14.6	35,608	12.3
4 Yrs. High School	62,205	26.0	7,097	28.9	217	18.9	719	23.5	9,135	22.9	74,617	25.8
1-3 Yrs. College	49,169	20.5	3,754	15.3	248	21.6	452	14.8	4,252	10.6	55,347	19.2
4 or More Yrs. College	75,098	31.3	2,995	12.2	293	25.5	1,298	42.5	3,929	9.8	81,042	28.1
Totals	239,704	100.0	24,554	100.0	1,147	100.0	3,054	100.0	39,930	100.0	288,648	100.0

Source: CTI Aggregations of data drawn from U.S. Census Reports PHC80-S2-45 (Texas) and PC80-1-C45 (Texas).
Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In the Austin SMSA, 81.3 percent of all persons speak only English at home. However, there are 75,461 individuals who speak Spanish at home. Although English is the dominant language, the use of Spanish is significant in this community.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	81,959	79.0	322,771	81.8	404,730	81.3
Speak Spanish at Home	19,607	18.9	55,854	14.2	75,461	15.2
Speak Other Language at Home	2,135	2.1	15,673	4.0	17,808	3.5
Totals	103,701	100.0	394,298	100.0	497,999	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas).

THE AUSTIN ADI

The Austin Area of Dominant Influence (ADI) consists of the nine counties shown below and has a total population of 646,465, of which 109,007 or 16.9 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Bastrop	24,726	3,402
Burnet	17,803	1,258
Caldwell	23,637	7,790
Fayette	18,832	968
Hays	40,594	12,386
Lee	10,952	659
Liano	10,144	265
Mason	3,683	598
Travis	419,573	72,288
Williamson	76,521	9,693
Totals 9 Counties	646,465	109,307

Source: ADI definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Report PC80-1-B45 (Texas).

ACCURACY OF THE LOCAL CENSUS

The 1980 Census was very accurate in Austin, due in part to the 1976 pretest of the census which developed a cadre of experienced workers, many of whom worked in the 1980 Census. In addition, Hispanics in Austin have higher levels of literacy and are less likely to reside in irregular housing. Estimated Hispanic undercount was less than two percent in Austin and twice as high in the outlying rural areas.

BOSTON

THE BOSTON, MASSACHUSETTS SMSA*

The Boston SMSA consists of portions of five counties: Essex, Middlesex, Norfolk, Plymouth, and Suffolk. In New England, SMSA's are composed of cities and towns rather than counties.* In 1980, the total SMSA population was 3,662,832. Hispanics totaled 89,567 or 2.4 percent. The Boston ADI is the 21st largest U.S. Hispanic market, with a total of 112,152 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE BOSTON SMSA

Hispanics have been a visible segment of the Boston area's population since the mid-1940s, when agricultural workers, mostly from Puerto Rico, were recruited as seasonal, temporary workers. The present Hispanic population, however, appears to have little relation to that original wave of workers, but took root in the mid-1960s, when Puerto Ricans began to settle in Boston in response to the demand for low-wage, industrial workers. Dominicans also arrived at this time, due to political upheavals in their home country.

By the 1970s, a third wave of young, middle-class Puerto Ricans, intent on taking advantage of the area's educational resources, had become evident. During the 1980s, the Boston area experienced an increasing migration of well-educated Puerto Ricans and other Latin Americans, seeking professional opportunities in the area's high-growth, high-tech industries. Dominican flows continue, although most Dominican workers compete for semi-skilled industrial and service-oriented positions. The 1980s also have seen increased flows of Cubans and immigrants from Central and South America, adding to the complexity of the Hispanic population.

Hispanic growth in Boston is dramatic, but it is in the surrounding towns, such as Lawrence, Springfield, Worcester, New Bedford, Lowell, and Fall River, where growth has been the most impressive. As a result, Hispanics gained a level of visibility in the 1980s that had eluded them earlier.

The educational level of Boston's Hispanic population reflects the high number of Hispanic graduates from the area's educational institutions who have chosen to remain in the vicinity. Educationally prepared Hispanics are well-positioned to take advantage of the regional economy and its affordable housing, and the trend is toward dispersion into the Boston suburbs. The less prepared are likely to find job opportunities, but housing is a serious problem. The original settlement area, Chelsea, is relatively small and already overbuilt. South Boston, where most Hispanics live, lacks sufficient affordable housing and workers are often forced to move into older, working-class towns that are decaying and undergoing racial transition. In many cases, Hispanics have revitalized these towns with an influx of youthful families, small but active businesses, voluntary organizations, and civic participation.

HISPANIC POPULATION AND GROWTH

In 1980, Hispanics were the second largest minority population in the Boston SMSA. Blacks were the largest minority group, totaling 173,269 Whites accounted for 3,396,857, Asians and Pacific Islanders 43,125, and American Indians, Eskimos and Aleuts 5,444.

Boston's population is typical of the Northeast's older cities; its White

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
EssexCo.	615,013	97.1	6,446	1.0	1,065	0.2	2,568	0.4	16,923	2.7	633,632	17.3
Middlesex Co.	1,316,713	96.3	25,493	1.9	1,598	0.1	16,235	1.2	23,537	1.7	1,367,034	37.3
Norfolk Co.	592,841	97.7	6,225	1.0	454	0.1	6,149	1.0	4,617	0.8	606,587	16.6
Plymoth Co.	390,880	96.4	7,618	1.9	800	0.2	1,515	0.4	4,429	1.1	405,437	11.1
Suffolk CO.	481,410	74.0	127,487	19.6	,527	0.2	16,658	2.6	40,061	6.2	650,142	17.7
Total	3,396,857	91.6	173,269	4.7	5,444	0.2	43,125	1.2	89,567	2.4	3,662,832	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B23 (Massachusetts)

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

population and its total population are both decreasing, while the numbers of Blacks, Hispanics and other minorities are increasing. The result will be a significantly higher concentration of Hispanics, in addition to other minorities, in this major urban center.

Among the Hispanics, 5.9 percent are of Mexican ancestry, 44.4 percent Puerto Rican, 7.1 percent Cuban, and 42.6 percent are of other Spanish origin.*

The area's Hispanics were reported by the Census to be mainly concentrated in the White racial group (48.4 percent), with 8.2 percent within the Black racial group and 43.4 percent within the "other races" category.

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the later is an experimental Census estimate reached after 1985.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

Boston	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	3,351,857	3,428,131	2.28	3,507,190	3,588,072	3,670,820
Black	181,500	202,800	11.7	227,971	256,267	288,075
Other Races	49,500	70,600	42.8	108,313	166,172	254,939
Hispanic	82,900	102,900	24.2	131,073	166,960	212,673
Total	3,582,857	3,701,531	3.31	3,826,102	3,954,865	4,087,962

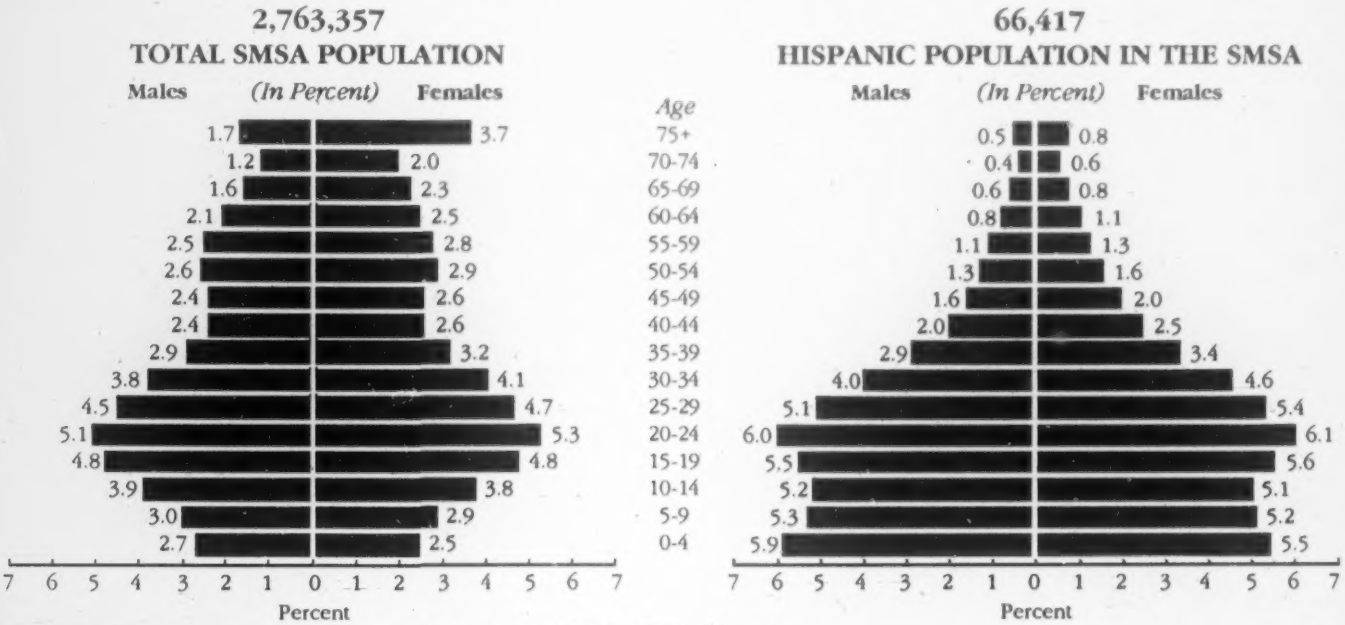
Source: U.S. Census, Current Population Reports. Series P - 25, No. 1040 - RD -1, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic pyramid reflects a youthful population. The youth and fertility of the area's Hispanic population suggest that the group's rate of growth will remain high.

A look at the graph shows a 48.2-percent-to-51.6-percent male-to-female count for Hispanics. Some 33.9 percent of the area's Hispanics are 30 or over, with 65.9 percent under 30. There is an even split between males and females in the under-30 category.

An analysis shows that 48.0 percent of the total population is under 30, compared to the 65.9 percent of all Hispanics.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1 -B23 (Massachusetts)
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The mean family income level of Hispanics in the Boston area is significantly lower than both the national average for Hispanics and the SMSA average for the total population. Mean family income for the Boston SMSA's Hispanics is $14,734;; for the U.S. Hispanic population it is $17,360, and for the SMSA's total population it is $26,560.

When compared by income, Hispanics are behind Whites, Blacks, and Asians and Pacific Islanders.

Some 34.4 percent of Hispanics are living below the poverty line, a percentage higher than that of any other group.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$27,400	$23,634	7.9%
Blacks	$15,799	$12,775	26.1%
American Indians, Eskimos, and Aleuts	$16,096	$13,588	27.0%
Asians and Pacific Islanders	$23,885	$19,982	16.4%
Hispanics	$14,734	$11,267	34.4%
Total Population	$26,560	$22,848	9.4%

Source: CTI aggregations of data drawn from U.S. Census Reports PHC80-S2-B23 (Massachusetts) and PC80-1-C23 (Massachusetts).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The proportion of Hispanics who either have one to three years of college or have completed college is 28.7 percent. The proportion of Hispanics who have only elementary schooling is high, at 30.7 percent. Those with some or all of their high school years completed total 40.6 percent.

These figures show that within the Boston SMSA, the overall educational level of Hispanics is lower than levels of other subgroups. The exception is that more Hispanics have completed four or more years of college than have Blacks. A closer look at the four-or-more-years-of-college category points up the disparity in educational attainment among the various groups; 25.2 percent of all Whites have completed at least four years of college, compared to 12.0 percent of Blacks, 18.3 percent of American Indians, Eskimos, and Aleuts, 41.6 percent of Asians and Pacific Islanders, and 16.5 percent of Hispanics.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	160,107	10.2	13,285	16.4	344	17.0	4,788	21.4	9,103	30.7	183,486	10.6
1-3 Yrs. High School	181,802	11.6	15.368	18.9	306	15.1	1,522	6.8	4,874	16.4	201,209	11.9
4 Yrs. High School	574,840	36.6	30,614	37.7	651	32.1	4,169	18.7	7,176	24.2	613,035	36.3
1-3 Yrs. College	258,108	16.4	12,159	15.0	354	17.4	2,558	11.5	3,619	12.2	274,318	16.2
4 or More Yrs. College	396,287	25.2	9,791	12.0	371	18.3	9,286	41.6	4,899	16.5	417,299	24.7
Totals	1,571,144	100.0	81,217	100.0	2,026	99.9	22,323	100.0	29,671	100.0	1,689,347	100.0

Source: CTI aggregations of data drawn from PHC80-S2-23 (Massachusetts).
Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE*

In the Boston area, some 2.1 percent of the total population speaks Spanish at home. While small in percentage terms, the 54,280 area residents who speak Spanish at home comprise a solid base of Spanish-speakers. Note, however, that the group speaking languages other than English and Spanish at home is five times as large—due, in part, to the large number of Portuguese who live in the area.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	480,795	90.8	826,140	87.4	2,306,935	88.1
Speak Spanish at Home	15,798	3.0	38,482	1.8	54,280	2.1
Speak Other Language at Home	32,715	6.2	224,716	10.8	257,431	9.8
Totals	529,308	100.0	2,089,338	100.0	2,618,646	100.0

Source: U.S. Census Report PHC80-S2-23 (Massachusetts).

*Data for Use of Spanish Language in the Boston SMSA are not available because of omitted, nonqualifying cities with populations under 25,000. Figures were drawn from counties comprising the Boston SMSA. However, these counties exceed the actual geographic area since the SMSA is comprised of portions of those counties.

THE BOSTON ADI

The Boston Area of Dominant Influence (ADI) consists of the 16 counties shown below and has a total population of 5,254,829, of which 112,152 or 2.1 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Barnstable	147,925	1,054
Essex	633,632	16,923
Middlesex	1,367,034	25,537
Nantucket	5,087	32
Norfolk	606,587	4,617
Plymouth	405,437	4,429
Suffolk	650,142	40,061
Worcester	646,352	14,217
Belknap	42,884	189
Cheshire	62,116	258
Hillsborough	276,608	2,224
Merrimack	98,302	459
Rockingham	190,345	1,226
Strafford	85,408	530
Sullivan	36,063	130
Windham	36,933	266
Totals 16 Counties	5,254,829	112,152

Source: ADI definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Report PC80-1-B23 (Massachusetts).

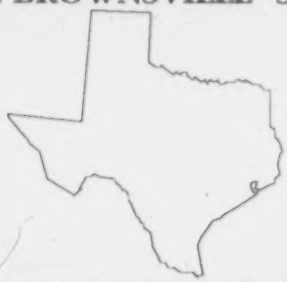
ACCURACY OF THE LOCAL CENSUS

The Boston Census office did not plan adequately for enumeration of the area's Hispanic communities. Census efforts targeted South Boston and Chelsea, but other important Hispanic concentrations were largely ignored and a lack of Hispanic enumerators made the situation worse. Little attention was given to the undocumented Dominicans. The Census effort in this area was hindered by the fact that in 1980 Boston did not have a Spanish language television station, and other Spanish language media coverage was spotty at best. Only the Hispanic population's higher-than-average level of education kept the undercount from being worse.

Estimated undercount: 10 percent.

BROWNSVILLE

THE BROWNSVILLE SMSA*



The Brownsville SMSA consists of two counties — Cameron and Willacy — that have a total population of 227,222, over three-quarters of whom are Hispanic. The Brownsville ADI, defined below, has a total of 432,343 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE BROWNSVILLE SMSA

The Brownsville metropolitan area represents half of the second oldest set of twin cities along the border between Mexico and the United States.

Brownsville is Texas' southernmost city and the largest metropolitan area in the lower Rio Grande Valley. Its location on the border near the sea with a channel connecting the Port of Brownsville to the Gulf of Mexico has made it one of the rapidly growing cities in the Texas tri-city region of Brownsville, McAllen, and Harlingen. Brownsville is the site of a busy airport with major airline service.

The rapid growth of Brownsville—verified by the 1980 Census—resulted in the creation of a new congressional district in 1982.

Long growing seasons combined with extensively irrigated, rich, loamy soil have made Brownsville a major agricultural center. In recent years, the city has developed a flourishing maquiladora industry—connected to Mexican plant projects in Matamoros—which continues to attract new business to the area. Factories produce diverse products from clothing to buses to windshields.

Brownsville, South Padre Island, and Matamoros are blessed with a subtropical climate which attracts large numbers of tourists to beautiful resort and vacation spots that boast excellent shopping, good restaurants, and fine beaches. Holidays and festivals generally have an international flavor, including Charro Days, celebrated in the pre-Lenten season.

Hispanics have been an important part of Brownsville history for generations. Mainly of Mexican American background, they comprise 80 percent of the total city population. Despite the fact that over a third of Brownsville Hispanics live below the poverty level, they play a significant role in the economic and political life of the city and are represented in nearly all sectors, private and public, including politics, education, medicine, business, industry and agriculture.

HISPANIC POPULATION AND GROWTH

Almost 80 percent of the total Brownsville population is Hispanic. The youthfulness and fertility of both the native-born and immigrant groups will promote substantial increase by the year 2000.

The Census does not calculate growth rates for non-Hispanics in Brownsville because the numbers are too few. Consequently, projections are provided for Hispanics only.

It was estimated that the Hispanic population in 1985 was 194,700. It is projected that the Hispanic population will reach 235,205 by 1990; 284,137 by 1995; and 343,249 by the year 2000.

The vast majority of Brownsville Hispanics are of Mexican ancestry and they are reported in the white and other racial categories.

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Cameron Co.	164,316	78.3	945	0.5	387	0.2	440	0.2	161,654	77.1	209,727	92.3
Willacy Co.	12,093	69.1	112	0.6	16	0.1	0	0.0	14,049	80.3	17,495	7.7
Totals	176,409	77.6	1,057	0.5	403	0.2	440	0.2	175,703	77.3	227,222	100.0

Source: U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

POPULATION GROWTH PROJECTIONS

Brownsville	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	*****	*****	*****	*****	*****	*****
Black	*****	*****	*****	*****	*****	*****
Other Races	*****	*****	*****	*****	*****	*****
Hispanic	163,700	194,700	18.9	235,205	284,137	343,249
Total	209,872	240,370	14.5	277,966	321,436	371,705

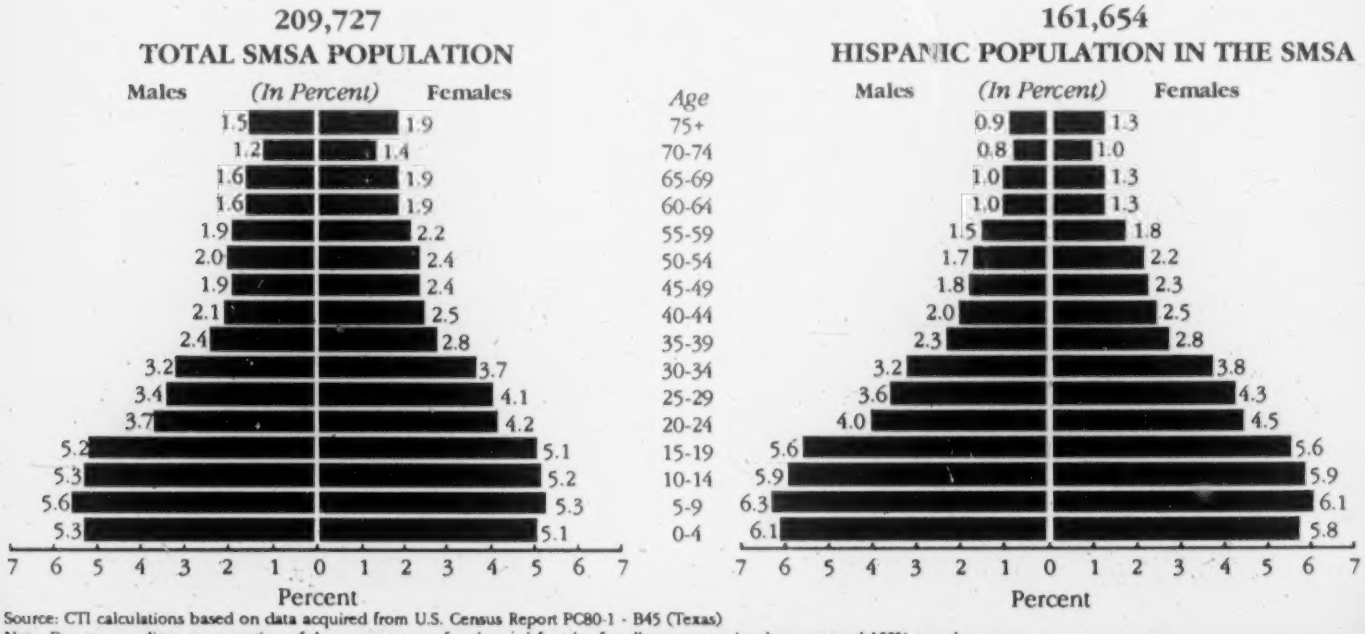
Note: The tables, *1980 SMSA Population and Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. This is because these tables have different sources. The former is derived from the 1980 Census, and the later is an experimental Census estimate reached after 1985.

* Please refer to the Technical Appendix for the definition of "other Spanish origin."

Source: U.S. Census, Current Population Reports. Series P - 25, No. 1040 - RD -1, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985.

AGE AND SEX DISTRIBUTIONS

Because Hispanics comprise such a large proportion of the total SMSA population, the age and sex distributions of the total population and the Hispanic population are similar. The Hispanic profile does indicate that it is more youthful. The youthfulness of the Brownville Hispanics points to an increase in their growth rate. That increase will be augmented by immigration from Mexico.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1 - B45 (Texas)
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels are generally low in the Texas valley and earnings have been further depressed by the collapse of the Mexican economy and the peso. Hispanic mean and median family incomes fall below the mean and median family incomes of both Blacks and Whites. Some 38.1 percent of Hispanics live in poverty.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$17,589	$13,781	29.0%
Blacks	$17,654	$16,080	33.1%
American Indians, Eskimos, and Aleuts	---	---	---
Asians and Pacific Islanders	---	---	---
Hispanics	$13,402	10,984	38.1%
Total Population	$16,545	12,931	31.8%

Source: CTI aggregations of data drawn from U.S. Census Reports PHC80-S2-45 (Texas) and PC80-1-C45 (Texas).
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Hispanics in the SMSA have completed fewer years of school than other Brownsville residents. Almost 60 percent left school before or at the eighth grade level. No more than 15.8 percent completed high school. These figures reflect the combined educational achievement of native-born and immigrant Brownsville residents.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	34,899	40.7	149	39.9	NA		NA		42,436	59.2	46,647	44.4
1-3 Yrs. High School	10,452	12.2	62	16.6	---		---		7,833	10.9	12,411	11.8
4 Yrs. High School	18,735	21.8	76	20.4	---		---		11,305	15.8	21,574	20.5
1-3 Yrs. College	11,794	13.7	35	9.4	---		---		6,380	8.9	13,536	12.9
4 or More Yrs. College	9,953	11.6	51	13.7	---		---		3,692	5.2	10,994	10.4
Totals	85,833	100.0	373	100.0	---		---		71,646	100.0	105,162	100.0

NA - Information not given in pubished Census Bureau report.
Source: CTI aggregations of data drawn from PHC80-S2-45 (Texas).
Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Three quarters of the Brownsville population speak Spanish at home. This closely correlates to the numbers of residents who are of Hispanic ancestry. However, U.S.-born Brownsville Hispanics who attended Texas schools are fully bilingual, as are most Mexican-born residents who have spent 15 years or more in the United States.

Language Category	Persons 5-17 Years Number	%	Persons 18 and Over Number	%	Total Persons 5 and Over Number	%
Speak Only English at Home	9,700	16.5	34,276	26.5	43,976	23.4
Speak Spanish at Home	49,017	83.2	93,545	72.4	142,562	75.8
Speak Other Language at Home	166	0.3	1,368	1.1	1,534	0.8
Totals	58,883	100.0	129,189	100.0	188,072	100.0

Source: U.S. Census Report PHC80-1-C45 (Texas).

THE BROWNSVILLE ADI

The Brownsville Area of Dominant Influence (ADI) consists of four counties that have a total popoulation of 537,714, over three quarrters of whom are Hispanic.

ADI	Total Population	Hispanic Population
Cameron	209,727	161,654
Hidalgo	283,229	230,212
Starr	27,266	26,428
Willacy	17,495	14,049
Totals 4 Countries	537,714	432,343

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Report PC80-1-B45 (Texas).

CHICAGO

THE CHICAGO, ILLINOIS SMSA*

The Chicago SMSA consists of Cook, Du Page, Kane, Lake, McHenry, and Will Counties. In 1980 the total SMSA population was 7,103,624. Hispanics totaled 580,609 or 8.2 percent. The Chicago ADI, defined below, is the fourth largest U.S. Hispanic market, with a total of 640,245 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE CHICAGO SMSA

Chicago is the most important regional center in the Midwestern United States and has offered employment opportunities to Hispanics since the early 1900s. Hispanics were initially attracted to Chicago by the employment available in the agricultural areas of the region, or were brought to the area as laborers to work in railroad construction. The number of Hispanics grew significantly during the period surrounding World War II when Chicago became a major industrial and manufacturing center. Jobs were plentiful at the time and Hispanics from throughout the Southwest and Northwest migrated to the area along with Blacks from the South. Industrial employment for Hispanics in the mid-1900s provided greater stability and higher wages. Many of Chicago's Hispanics probably experienced unionization on a wide scale for the first time.

Like previous migrants before them, Hispanics moved into South Chicago and established their own ethnic boundaries. Soon the mostly Mexican-origin population saw other Hispanic enclaves emerge—the Puerto Ricans on the Westside and Cubans and other Latin Americans on the Northside. Over time, however, the once hard ethnic boundaries have weakened and Chicago's Hispanics have suburbanized and become increasingly dispersed.

Socioeconomic indicators reveal that Chicago has both a large Hispanic middle income group, dating back to the early 1900s, and a lower income group of recent immigrants. The middle income group is composed of many of those who arrived during the era of growth and expansion in the industrial occupations and were able to take advantage of relatively higher wage rates. The lower income group is largely composed of those who came seeking employment during the more recent era of decline and industrial restructuring. This latter group has found fewer job opportunities.

Chicago has provided opportunities for many Hispanics in the past, and if the industrial base of the area proves to be as resilient as it has been during previous periods of economic recession, it may continue to promote a new generation of Hispanics into the middle and upper income groups.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Cook Co.	3,511,803	66.8	1,346,464	25.6	8,214	0.2	111,602	2.1	499,322	9.5	5,253,655	74.0
DuPage Co.	624,728	94.8	7,809	1.2	545	0.1	18,666	2.8	17,302	2.6	658,835	9.3
Kane Co.	250,872	90.1	13,724	4.9	460	0.2	1,694	0.6	26,118	9.4	278,405	3.9
Lake Co.	394,978	89.7	28,241	6.4	860	0.2	6,020	1.4	21,064	4.8	440,372	6.2
McHenry Co	145,769	98.6	108	0.1	145	0.1	551	0.4	3,025	2.0	147,897	2.1
Will Co.	282,078	86.9	31,480	9.7	484	0.1	2,816	0.9	13,778	4.2	324,460	4.6
Totals	5,210,228	73.3	1,427,826	20.1	10,708	0.2	141,349	2.0	580,609	8.2	7,103,624	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B15 (Illinois).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The industry and construction that attracted large numbers of Hispanics to Chicago in the '70s suffered in the '80s. If the industrial base recovers in the next decade substantial levels of migration and immigration are likely to resume.

In 1980 Hispanics were the second largest and fastest growing minority in the Chicago SMSA. The number of Hispanics nearly doubled from 1970-1980. This compares to small increases in the Black and total populations, and an actual decline in the White population. The Census estimates that the Hispanic population in 1985 was 757,100. It is projected that the Hispanic population will reach 1,473,646 by the year 2000.

The Hispanic population of the Chicago SMSA is primarily of Mexican ancestry (63.6 percent). A significant portion is also Puerto Rican (21.8 percent), and 11.6 and 3.1 percent are of other Spanish* and Cuban ancestry, respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

Chicago	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	6,125,406	6,214,143	1.45	6,304,904	6,396,991	6,490,423
Black	1,564,100	1,645,300	5.2	1,733,119	1,825,625	1,923,069
Other Races	171,200	234,400	37.0	339,349	491,287	711,253
Hispanic	619,700	757,100	22.2	945,293	1,180,266	1,473,646
Total	7,860,706	8,093,843	2.97	8,337,835	8,589,183	8,848,108

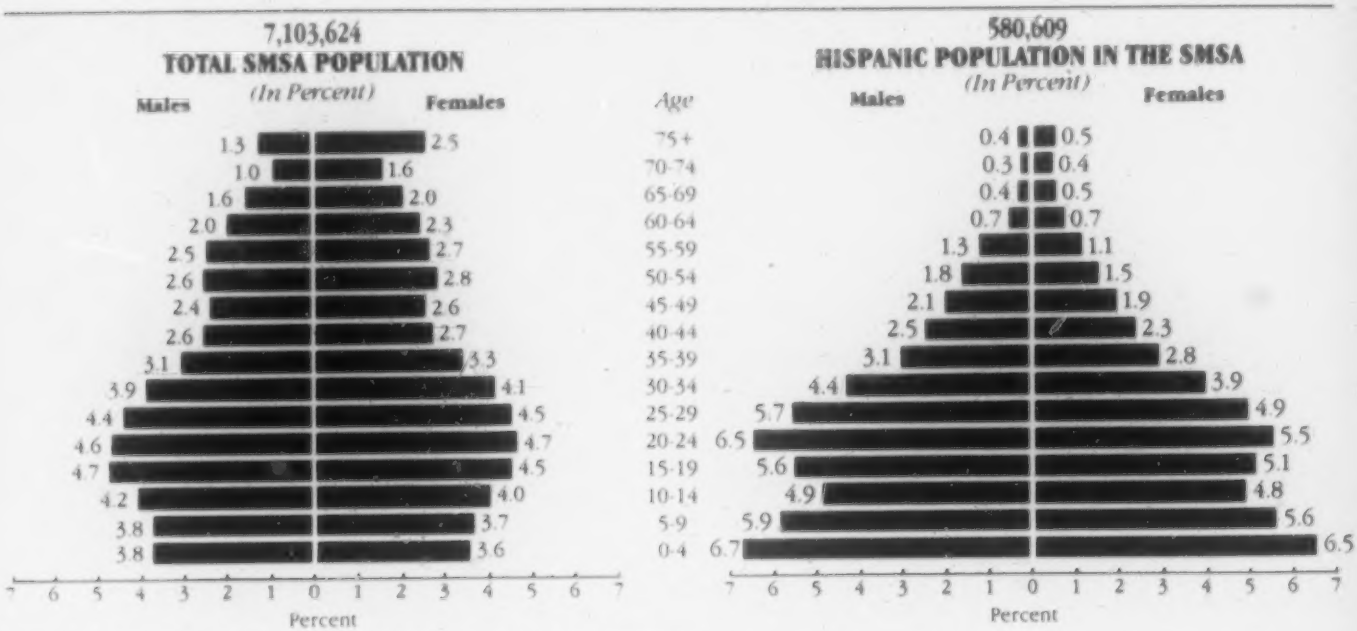
Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

As may be seen by the narrow top and broad bottom of the age pyramids, the Hispanic population of Chicago is a relatively youthful segment of the total population; 76 percent of all Hispanics are under 35, compared to 58.5 percent of the total population. Only 9.6 percent of all Hispanics are 50 or older, compared to 24.9 percent of the total population.

The youthfulness of the Hispanic population will continue to fuel its rapid growth. Migration of young working adults (20-24) to the area has already added to this growth and the increased fertility of the population.



Source: CTI projections based on data acquired from U.S. Census Report PC80-1-B15 (Illinois)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income for Hispanics in Chicago is relatively high; it is higher than the national income for Hispanics. This increased income is due in large part to the heavily unionized labor force of the Midwest, where wage rates are higher for blue collar workers. While behind Whites and the total population, Hispanics fare better economically than Blacks in the area. The mean and median family incomes for Chicago's Hispanics were $18,185 and $16,551 respectively, compared to $16,387 and $12,716 for the Black population. The Census found 19.5 percent of Hispanics to be below the poverty level in 1979, compared to 34.5 percent of the Black population.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$29,242	$25,644	5.7%
Blacks	$16,387	$12,716	34.5%
American Indians, Eskimos, and Aleuts	$20,751	$17,749	22.2%
Asians and Pacific Islanders	$25,104	$22,704	16.5%
Hispanics	$18,185	$16,551	19.5%
Total Population	$26,230	$22,898	12.6%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-15 (Illinois)

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Years of School Completed (For Those 25 and Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	498,644	15.4	151,991	21.6	1,264	20.1	9,070	10.0	120,406	48.0	723,377	17.4
1-3 Yrs. High School	441,926	13.6	162,616	23.1	1,221	19.4	5,588	6.2	41,008	16.3	629,302	15.1
4 Yrs. High School	1,106,732	34.1	208,569	29.6	2,070	33.0	14,441	16.0	50,487	20.1	1,352,155	32.5
1-3 Yrs. College	540,234	16.6	122,207	17.3	1,067	17.0	14,713	16.3	23,245	9.3	687,052	16.5
4 or More Yrs. College	659,745	20.3	58,982	8.4	659	10.5	46,442	51.4	15,672	6.2	770,805	18.5
Totals	3,247,281	100.0	704,365	100.0	6,281	100.0	90,254	99.9	250,818	99.9	4,162,691	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-15 (Illinois)

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

The educational level of Hispanics is bimodal. A large proportion of Hispanics has little education and a relatively large proportion of Hispanics has some college. The latter may be due to selective migration of educated Hispanics seeking to take advantage of the job opportunities offered by the Chicago metropolitan area. The lesser-educated segment reflects the presence of many former migrant workers in the labor force, who have moved into the manufacturing sector in search of better-paying jobs which are less seasonal in nature.

THE USE OF SPANISH LANGUAGE

The majority of Chicago's Hispanics speak Spanish but the youthfulness of the population and the requirements of the job market promote bilingualism.

In 1980 130,595 individuals spoke Spanish at home.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	1,302,238	86.1	4,193,187	82.7	5,495,425	83.5
Speak Spanish at Home	130,595	8.6	327,692	6.5	458,287	7.0
Speak Other Language at Home	79,593	5.3	547,429	10.8	627,022	9.5
Totals	1,512,426	100.0	5,068,308	100.0	193,977	100.0

Source: U.S. Census Report PHC80-S2-15 (Illinios)

THE CHICAGO ADI

The Chicago Area of Dominant Influence (ADI) consists of the 19 counties shown below and has a total population of 8,450,880, of which 640,245 or 7.6 percent are Hispanic

ADI Counties	Total Population	Hispanic Population
Cook IL	5,253,655	499,322
De Kalb IL	74,624	1,405
Du Page IL	658,835	17,302
Grundy IL	30,582	511
Iroquois IL	32,976	429
Kane IL	278,405	26,118
Kankakee IL	102,926	1,252
Kendall IL	37,202	1,124
Lake IL	440,372	21,064
La Salle IL	112,033	2,516
Livingston IL	41,381	621
McHenry IL	147,897	3,025
Will IL	324,460	13,778
Jasper IN	26,138	275
Lake IN	522,965	43,932
La Porte IN	108,632	1,191
Newton IN	14,844	113
Porter IN	119,816	2,689
Kenosha IN	123,137	3,578
Total 19 Counties	8,450,880	640,245

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Reports PC80-1-B15 (Illinois), PC80-1-B16 (Indiana) and PC80-1-B51 (Wisconsin)

ACCURACY OF THE LOCAL CENSUS

The Census enumeration effort in Chicago was marked by controversy. Soon after Census Day, a legal services agency asked the Census Bureau for a meeting because of their concern regarding the Chicago office. After charges and counter-charges, the Census Bureau was sued amid a great deal of publicity. The Census Bureau responded by noting that the suit was premature, since the Census follow-up procedures which would eventually count the uncounted had not yet been fully implemented. The Hispanic community developed an adversarial approach to the Census, demanding special procedures to count Hispanics. The Census Bureau did attempt to provide additional Hispanic enumerators, but the procedures which were standard throughout the nation were not modified.

Chicago is a unique city, particularly in regard to ethnic boundaries. Unfortunately, the Census office districts did not conform in any way to these natural boundaries. As a result, Census staff which was totally effective in one section of that district was ineffective in another. The Census effort would have been more effective if it had been able to take advantage of these ethnic boundaries and used ethnic staff in each.

The Chicago district office also lacked sufficient Hispanic staff at the managerial level and thus was unable to provide a visible Hispanic spokesperson with decision-making powers. The significance of these issues is great when one considers the diverse Hispanic community of Chicago, consisting of long-term residents, settled-out migrants, recent arrivals from within this country and outside the United States, and undocumented immigrants. These various populations require the best of circumstances for an effective enumeration. Unfortunately, this was not the case in Chicago.

Probable undercount of Hispanics: 12 percent.

CORPUS CHRISTI

THE CORPUS CHRISTI, TEXAS SMSA*

The Corpus Christi SMSA consists of Nueces and San Patricio Counties. In 1980 the total SMSA population was 326,228. Hispanics totaled 158,119, or 48.5 percent. The Corpus Christi ADI, defined below, is the 16th largest U.S. Hispanic market, with a total of 229,435 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE CORPUS CHRISTI SMSA

Corpus Christi is nestled on a natural bay overlooking the waters of the Gulf of Mexico, and until recently was a medium-sized town. Recent growth has made Corpus Christi a regional center with a diversified economy.

Its first growth spurt occurred during the World War II era when the local army and naval bases were expanded to meet military manpower needs as well as serve as a supply depot. Thereafter, Corpus Christi continued to evolve into a major regional center despite the eventual decline in the funding and staffing of the bases. It was also during this period that Hispanics became more visible. While a small population of Hispanics always had lived in Corpus Christi, it was not unusual for Hispanic workers to commute to Corpus Christi from Bay City, Victoria, and other smaller cities where the Hispanic presence was generally greater and more visible. The war years represented a time when Corpus Christi became the place of residence of numerous Hispanic families.

The second growth spurt occurred in the late 1950s to 1960s when the petrochemical industry made a large scale investment in the harbor area. This investment created a need for thousands of construction workers, industry employees, and auxiliary workers related to transportation, warehousing, and shipping.

The petrochemical and refining industries continue to provide a significant base for the economic growth of the area. However, the late 1970s saw still another increase in growth due to the construction of condominium housing, resort hotels and other tourist-oriented services. With this new construction has come a seasonal influx of tourists wishing to take advantage of warm weather and miles of beaches.

Generally, Hispanics established residences on the northern side of the city, in the low-lying areas south of the harbor, and in the smaller towns in close proximity to Corpus Christi. The barrio area of Corpus Christi is unlike others in Texas for it has been almost totally rebuilt following hurricane flooding. Thus, the barrio has a rather new and recently developed appearance. The naval and army bases provided steady employment for many civilian workers who slowly evolved into a strong middle class. Hispanic lawyers, physicians, businessmen, etc., have played significant roles in the area's recent development. Overall, Corpus Christi's Hispanic population includes a rather large, established middle class and a smaller number of poor and underemployed workers.

The proximity of Houston, a major metropolitan center undergoing its "boom years," has influenced some Corpus Christi youth to leave the area. However, job expansion in Corpus Christi, while slower than before, continues its upward pattern and should offer employment for younger workers.

For some, Corpus Christi may seem out of the social and economic mainstream compared to other booming Sunbelt and Texas cities. However, the area's Hispanics are able to benefit from living in a city where their group has slowly evolved into a powerful economic and political force. In this way, Corpus Christi is ahead of many other major U.S. Hispanic markets.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Nueces Co.	218,355	81.4	12,338	4.6	734	0.3	1,318	0.5	131,247	48.9	268,215	82.2
San Patricio Co.	48,770	84.1	866	1.5	133	0.2	122	0.2	26,872	46.3	58,013	17.8
Totals	267,125	81.9	13,204	4.0	867	0.3	1,440	0.4	158,119	48.5	326,228	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

In 1980, Hispanics represented the single largest population group in the Corpus Christi SMSA, 48.5 percent of the total 1980 SMSA population. The Growth Projections table documents a 43 percent growth of the Hispanic subgroup between 1970 and 1980. The Census estimates the Hispanic population in 1985 to be 179,700. It is projected that the Hispanic population will reach 264,619 by the year 2000. The Hispanic population of the Corpus Christi SMSA is almost exclusively of Mexican ancestry (95.6 percent).

The Hispanics of the Corpus Christi SMSA were reported by the Census to be mostly concentrated within the White racial category (72.6 percent); 0.2 percent and 27.2 percent were reported within the Black and "other races" categories respectively.

POPULATION GROWTH PROJECTIONS

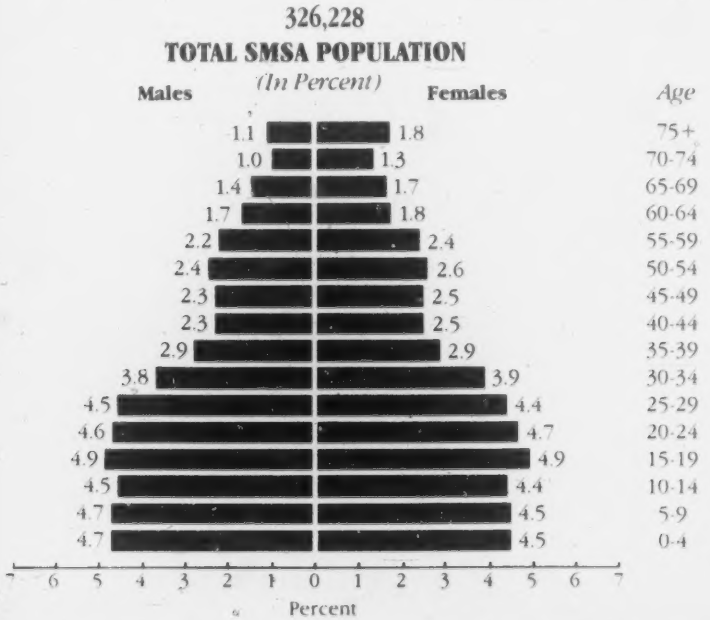
Corpus Cristi	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	309,600	340,046	9.83	375,171	413,924	456,680
Black	12,900	13,800	7.2	14,830	15,937	17,127
Other Races	.....	.....	.....	.....	.....	.....
Hispanic	159,200	179,700	12.9	204,443	232,593	264,619
Total	322,500	353,846	9.72	389,967	429,775	473,647

Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

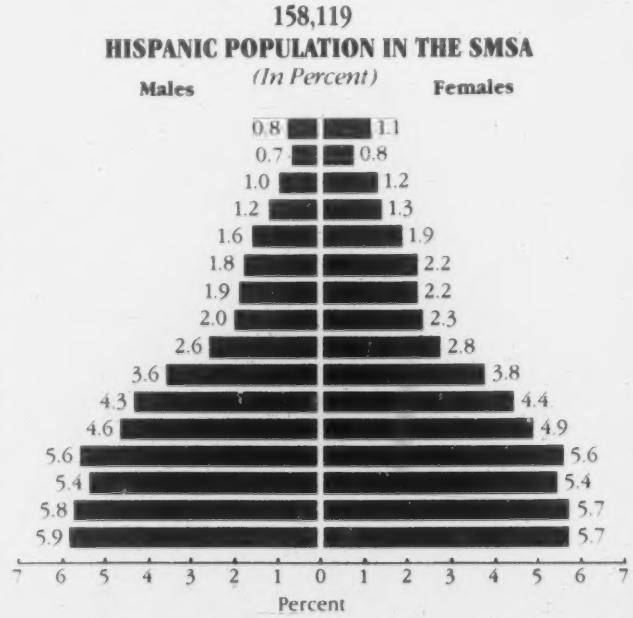
Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The age pyramids show the Hispanic population to be relatively younger than the total population. These age differences are even more significant because Hispanics comprise such a large portion of the total population. Using age 25 as a cut-off point, 54.6 percent of all Hispanics are under 25 while 45.5 percent are 25 or older. This compares to 46.4 percent under 25 and 53.4 percent 25 or older for the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas).



Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Hispanic income in the Corpus Christi SMSA is lower than the national median for all families, yet equal to the national median for Hispanic families. As the *Income Chart* indicates, Hispanics were shown by the 1980 Census to have a mean family income of $16,330 and a median family income of $14,400. While faring better than Blacks, Hispanic families earn less than each of the other groups shown. Although the Hispanic median family income is lower than the median family income for all U.S. families, it is interesting to note that only the White and Asian and Pacific Islander populations of Corpus Christi are above this level. All other groups, including Hispanics and the total population, are below the national median. The mean and median family incomes for Hispanics are significantly reduced by the 25.3 percent of all Hispanics who had incomes below the poverty level.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$23,369	$20,001	15.3%
Blacks	$14,969	$12,605	29.4%
American Indians, Eskimos, and Aleuts	$17,558	$16,583	26.6%
Asians and Pacific Islanders	$32,346	$22,115	17.9%
Hispanics	$16,330	$14,400	25.3%
Total Population	$22,224	$18,997	17.1%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The Hispanic population of Corpus Christi lags behind all other groups in the area, including the total population, in educational attainment. Of all Hispanics in the SMSA, 49 percent have completed only elementary school. This compares to 26.9 percent of the total population, 24.1 percent of Whites, and 26.9 percent of Blacks. Further, only 14.9 percent of the SMSA's Hispanics have completed some college, compared to 32.5 percent of Whites, 30.4 percent of the total population, and 23.9 percent of Blacks.

The Hispanics of Corpus Christi also are behind the national averages for Hispanics and the total U.S. population regarding years of school completed. The 14.9 percent of Corpus Christi Hispanics who have completed some college compares to 19.4 percent of all Hispanics in the United States and 32.0 percent of the total U.S. population.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	35,619	24.1	1,811	26.9	134	24.3	179	19.9	35,135	49.0	46,908	26.9
1-3 Yrs. High School	22,521	15.3	1,604	23.8	75	13.6	55	6.1	10,593	14.8	26,791	15.4
4 Yrs. High School	41,558	28.2	1,705	25.3	172	31.2	267	29.6	15,310	21.3	47,461	27.3
1-3 Yrs. College	25,391	17.2	1,130	16.8	97	17.6	167	18.5	7,381	10.3	28,775	16.5
4 or More Yrs. College	22,522	15.3	481	7.1	73	13.2	233	25.9	3,323	4.6	24,215	13.9
Totals	147,611	100.1	6,731	99.9	551	99.9	901	100.0	71,742	100.0	174,150	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Almost all Hispanics in Corpus Christi in 1980 spoke Spanish at home. At the same time, the population was highly bilingual. Few of those in the 5-to-17 year-old group were uncomfortable using the English language.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	40,304	50.8	121,621	56.1	161,925	54.7
Speak Spanish at Home	38,434	48.4	90,736	41.9	129,170	43.6
Speak Other Language at Home	625	0.8	4,322	2.0	4,947	1.7
Totals	79,363	100.0	216,679	100.0	88,899	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas).

THE CORPUS CHRISTI ADI

The Corpus Christi Area of Dominant Influence (ADI) consists of the 10 counties shown below and has a total population of 446,289, of which 229,435 or 51.4 perent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Aransas	14,260	2,722
Brooks	8,428	7,247
Duval	12,517	10,735
Jim Hogg	5,168	4,679
Jim Wells	36,498	24,519
Kenedy	543	450
Kleberg	33,358	17,408
Nueces	268,215	131,247
Refugio	9,289	3,556
San Patricio	58,013	26,872
Totals 10 Counties	446,289	229,435

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Report PC80-1-B45 (Texas).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Corpus Christi was fully supported by the community and was professionally staffed. Unfortunately, the enumeration effort was temporarily suspended when it was believed that a tropical storm would strike the area. At that point, fearing flooding of the Census office, all records and questionnaires were boxed and moved to San Antonio. The tropical storm did hit the area and caused considerable flooding in the low-lying and poorer areas of Corpus Christi. While none of the Census forms was affected by the storm, many of the minority enumerators, who had been trained and had done such a superb job of enumeration prior to the storm, never returned to work because their attention had to be given to cleaning out flooded homes, applying for emergency loans, etc., either for themselves or for relatives. This severe loss of enumerators surely affected the outcome, although their replacements were often just as capable. As would any natural disaster, the occurrence distracted the community from the enumeration. The Census effort in Corpus Christi, which had been moving toward excellence, as a result was only average. The Latino areas with the worst flooding were probably the least accurately enumerated, with the surrounding areas the next most affected.

Probable undercount of Hispanics: 7 percent.

DALLAS-FORT WORTH

THE DALLAS-FORT WORTH, TEXAS SMSA*

The Dallas-Fort Worth SMSA consists of Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant, and Wise Counties. In 1980 the total SMSA population was 2,974,805. Hispanics totaled 249,614, or 8.4 percent. The Dallas-Fort Worth ADI, defined below, is the 14th largest U.S. Hispanic market, with a total of 266,128 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE DALLAS-FORT WORTH SMSA

During the founding of both Dallas and Fort Worth, Hispanics were an almost insignificant population. The cities were located far from all other cities in Texas and served as railway points for the cattle industry in the case of Fort Worth and the cotton industry in the case of Dallas. It was the cotton industry and its demand for stoop labor which brought Blacks from East Texas and Hispanics from South Texas and Mexico into the region. Fort Worth served as a point where Hispanic cattle ranchers and vaqueros from the immense cattle ranches of South Texas came to ship their cattle. The growing stockyards and slaughter houses provided still other jobs for Hispanics. Thus, over time, the Hispanic presence steadily increased in these two cities, but under conditions of overt discrimination and job segregation.

In this century, Dallas began to outgrow its neighbor as its banking, insurance and real estate sectors grew significantly. This growth was accompanied by increased in-migration of Hispanics needed for the construction of expressways, skyscrapers, and residential suburbs for the growing population. Dallas is now a major metropolitan area with a diversified economic base. Higher levels of education and training have been required for many of the white-collar jobs—basic requirements not easily met by the less educated Hispanic population.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Collin Co.	133,760	92.5	6,260	4.3	452	0.3	1,032	0.7	7,186	5.0	144,576	4.9
Dallas Co.	1,153,892	74.1	287,541	18.5	6,487	0.4	15,034	1.0	154,561	9.9	1,556,390	52.3
Denton Co.	131,531	91.9	6,173	4.3	586	0.4	1,507	1.1	6,402	4.5	143,126	4.8
Ellis Co.	48,691	81.5	7,433	12.4	134	0.2	73	0.1	5,774	9.7	59,743	2.0
Hood Co.	17,426	98.4	18	0.1	61	0.3	36	0.2	475	2.7	17,714	0.6
Johnson Co.	64,201	94.9	1,923	2.8	129	0.2	133	0.2	2,771	4.1	67,649	2.3
Kaufman Co.	30,577	78.4	7,393	18.9	66	0.2	86	0.2	1,654	4.2	39,015	1.3
Parker Co.	43,006	96.4	393	0.9	154	0.3	113	0.3	1,355	3.0	44,609	1.5
Rockwall Co.	13,498	92.9	731	5.0	21	0.1	47	0.3	488	3.4	14,528	0.5
Tarrant Co.	711,965	82.7	101,183	11.8	3,050	0.4	6,465	0.8	67,632	7.9	860,880	28.9
Wise Co.	25,411	95.6	152	0.6	86	0.3	25	0.1	1,316	5.0	26,575	0.9
Totals	2,373,958	79.8	419,200	14.1	11,226	0.4	24,551	0.8	249,614	8.4	2,974,805	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

In 1980 the Hispanic population of the Dallas-Fort Worth SMSA--concentrated in Dallas and Tarrant Counties--was the second largest minority population (behind Blacks). Among the Hispanics of the SMSA, 89.4 percent were Mexicans, 1.2 percent were Puerto Rican, 1.2 percent were Cuban, and 8.2 percent claimed other Spanish ancestry.

Between 1970 and 1980 the Hispanic population grew far more rapidly than any other segment of the Dallas-Fort Worth SMSA, roughly double that of the total population. The increase in numbers between 1970 and 1980 was attributable to in-migrants seeking to take advantage of the economic opportunities of this high-growth area of Texas. Many who arrived to work in the construction industry remained to work in the service sector. U.S. Census estimates the 1985 Hispanic population at 345,700. It is projected that Hispanics will number 518,309 by 1990 - 777,102 by 1995 - and 1,165,111 by the year 2000.

POPULATION GROWTH PROJECTIONS

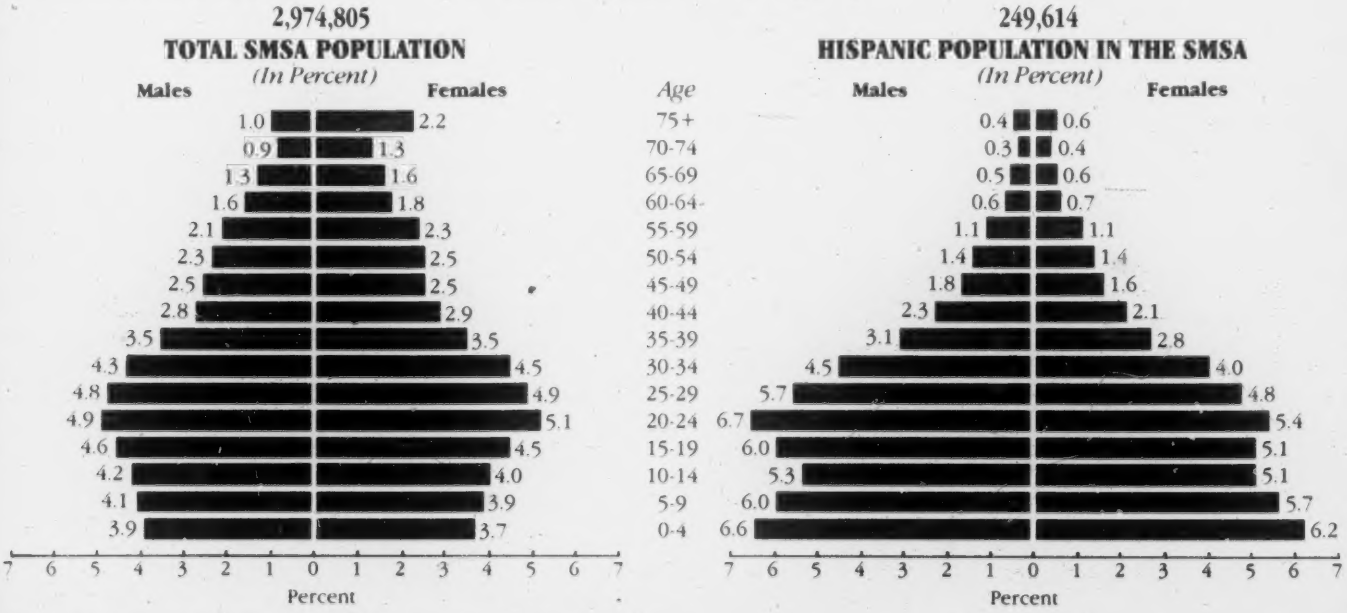
Dallas/ Fort Worth	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	2,438,410	3,017,165	23.73	3,825,226	4,849,703	6,148,557
Black	417,00	485,400	16.4	571,905	673,827	793,913
Other Races	42,900	80,800	88.3	195,386	472,471	1,142,502
Hispanic	246,100	345,700	40.5	518,309	777,102	1,165,111
Total	2,898,310	3,502,565	20.85	4,314,561	5,314,801	6,546,926

Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic population of Dallas is youthful and growing, due in part to higher fertility. The increase in persons aged 20-24, shown in the population pyramid below, is indicative of the migration of working-age persons seeking employment opportunities. Comparing the population pyramids, it may be seen that the one for Hispanics has a much broader base and a narrower top. This shows a much higher concentration of Hispanics in the younger age categories. Specifically, 68.6 percent of the SMSA's Hispanics are under 30, while 52.6 percent of the total population is under 30.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The median family income level of Hispanics in Dallas-Fort Worth is slightly above the national average. This higher income level reflects the higher wages of the construction industry, in which many Hispanics work, and the relatively higher wages of the service industries, which also employ many Hispanics. While better off in the Dallas-Fort Worth SMSA than nationally, locally Hispanics are still behind the total population and all other major subgroups of the area, with the exception of Blacks.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$27,959	$23,602	6.4%
Blacks	$15,500	$13,675	25.1%
American Indians, Eskimos, and Aleuts	$21,872	$20,169	12.1%
Asians and Pacific Islanders	$30,480	$23,574	19.3%
Hispanics	$17,345	$15,754	20.1%
Total Population	$25,914	$21,869	10.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas)

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated

EDUCATIONAL STATUS

Sixty percent of Hispanics in Dallas-Fort Worth have less than a high school education, yet almost 20 percent have completed some college. While it can be assumed that many better-educated Hispanics have moved to Dallas for employment reasons, the overall educational distribution is toward the lower end. This is verified by comparing the figures shown below for the Hispanic population with figures for the other population subgroups. Hispanics lag behind all other groups in the SMSA in terms of educational attainment.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	161,012	11.3	40,795	20.3	1,198	15.5	1,810	11.4	48,893	46.6	233,478	13.7
1-3 Yrs. High School	221,461	15.6	44,433	22.1	1,335	17.3	1,396	8.8	15,520	14.8	277,076	16.3
4 Yrs. High School	432,456	30.4	65,568	32.7	2,678	34.6	3,401	21.5	21,527	20.5	514,291	30.2
1-3 Yrs. College	290,552	20.4	31,953	15.9	1,602	20.7	2,727	17.2	11,473	10.9	331,581	19.5
4 or More Yrs. College	316,043	22.2	17,895	8.9	920	11.9	6,502	41.1	7,620	7.3	343,995	20.2
Totals	1,421,524	99.9	200,644	99.9	7,733	100.0	15,836	100.0	105,033	100.1	1,700,421	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

As in other Southwestern cities which are located away from the United States-Mexican border, most Hispanics speak Spanish at home but the overwhelming majority are bilingual. This is to be expected given the job market and the English dominant culture of the area.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	576,653	89.6	1,905,163	90.6	2,481,816	90.3
Speak Spanish at Home	55,248	8.6	145,240	6.9	200,488	7.3
Speak Other Language at Home	11,451	1.8	53,299	2.5	64,750	2.4
Totals	643,352	100.0	1,218,794	100.0	2,747,054	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas)

THE DALLAS-FORT WORTH ADI

The Dallas-Fort Worth Area of Dominant Influence (ADI) consists of the 35 counties shown below and has a total population of 3,581,350, of which 266,128 or 7.4 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Love OK	7,469	90
Anderson TX	38,381	1,796
Bosque TX	13,401	701
Collin TX	144,576	7,186
Comanche TX	12,617	1,343
Cooke TX	27,656	559
Dallas TX	1,556,390	154,561
Delta TX	4,839	20
Denton TX	143,126	6,402
Ellis TX	59,743	5,774
Erath TX	22,560	920
Fannin TX	24,285	324
Freestone TX	14,830	301
Grayson TX	89,796	1,349
Hamilton TX	8,297	177
Henderson TX	42,606	619
Hill TX	25,024	1,414
Hood TX	17,714	475
Hopkins TX	25,247	397
Hunt TX	55,248	1,321
Jack TX	7,408	97
Johnson TX	67,649	2,771
Kaufman TX	39,015	1,654
Lamar TX	42,156	379
Limestone TX	20,224	696
Navarro TX	35,323	1,462
Palo Pinto TX	24,062	1,363
Parker TX	44,609	1,355
Rains TX	4,839	58
Rockwall TX	14,528	488
Somervell TX	4,154	287
Tarrant TX	860,880	67,632
Van Zandt TX	31,426	558
Wise TX	26,575	1,316
Wood TX	24,697	283
Totals: 35 Counties	3,581,350	266,128

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Reports PC80-1-B45 (Texas) and PC80-1-B38 (Oklahoma).

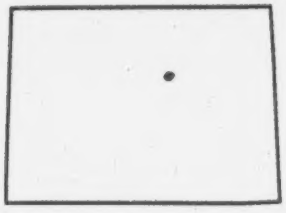
ACCURACY OF THE LOCAL CENSUS

Dallas-Fort Worth had a better than average Census enumeration effort. As the site of the Census regional office, the preparatory phases of the Census (e.g., promotion, local cooperation, etc.) were excellent. The Census staff was highly professional. The mail return was very good, and the follow-up enumeration procedures were undertaken without any major problems. While the number of bilingual enumerators was insufficient, all other aspects of the census were satisfactory.

Probable undercount of Hispanics in Dallas-Fort Worth: 2 percent.

DENVER

THE DENVER, COLORADO SMSA*



The Denver SMSA consists of Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties. In 1980 the total SMSA population was 1,620,902. Hispanics totaled 173,773 or 10.7 percent. The Denver ADI, defined below, is the 17th largest U.S. Hispanic market, with a total of 228,756 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE DENVER SMSA

Hispanics in Denver are an often over-looked population. Hispanics have been in the Denver area and other parts of Southern Colorado since the days of the Spanish explorers. Denver's Hispanics were heavily influenced by the mining and lumber industries that dominated the area until this century. There were always jobs available for Hispanics who were willing to work in isolated areas. Hispanics were the majority of the work force for these industries for decades.

Denver evolved into a major regional city—a hub serving the surrounding agribusiness, cattle, and tourist industries—as these sectors grew in importance and contribution to the state's economy. Now, as a major metropolitan area, most of the larger national enterprises have regional offices or subsidiaries in Denver. The Hispanic population of Denver has grown and benefited greatly from the central role played by the city's regional position.

Hispanics have been able to find employment as a result of the expansion of the local economy and thus exhibit higher educational achievement, higher white-collar participation, and above average incomes. Many of the Hispanic migrant laborers who used to pass through Denver have established permanent residences to take advantage of employment in the construction, transportation, and service sectors. Until recently, unemployment never reached severe levels for Hispanics.

The original Hispanic barrio was located north of the original downtown business district. The construction of highways, expansion of the business district, and increased value of land in the central city have fragmented the concentration of Hispanics. The newer barrio areas are located to the southwest and northwest and in other dispersed suburban areas.

Due to the length of their time in the area, Denver Hispanics are well-organized politically. There are numerous examples of strong and well-established organizations for Hispanic business, church, and political action groups, among others. Hispanics in Denver have achieved socioeconomic advancements which continue to attract other Hispanics from the Midwest, California and other southwestern states.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Adams Co.	217,104	88.3	6,307	2.6	1,694	0.7	3,120	1.3	38,470	15.6	245,944	15.2
Arapahoe Co.	274,066	93.3	8,446	2.9	1,190	0.4	4,410	1.5	12,491	4.3	293,621	18.1
Boulder Co.	178,914	94.4	1,735	0.9	905	0.5	2,191	1.2	10,293	5.4	189,625	11.7
Denver Co.	368,068	74.8	59,252	12.0	3,856	0.8	7,025	1.4	92,348	18.8	492,365	30.4
Douglas Co.	24,672	98.1	93	0.4	83	0.3	103	0.4	609	2.4	25,153	1.6
Gilpin Co.	2,369	97.1	13	0.5	15	0.6	3	0.1	86	3.5	2,441	0.2
Jefferson Co.	356,966	96.0	1,933	0.5	1,443	0.4	3,631	1.0	19,476	5.2	371,753	22.9
Totals	1,422,159	87.7	77,779	4.8	9,186	0.6	20,483	1.3	173,773	10.7	1,620,902	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B7 (Colorado).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

Hispanics are the largest minority population in the Denver SMSA, concentrated in Adams and Denver Counties. Hispanics were the fastest growing group in the Denver SMSA between 1970 and 1980. Hispanics increased 68 percent.

Census estimates that the Hispanic population totaled 202,900 in 1985. It is projected that the Hispanic population will reach 338,903 by the year 2000.

Most of the SMSA's Hispanics are of Mexican ancestry (62.6 percent). Those of other Spanish* ancestry represent 35.6 percent of the area's Hispanics

The Hispanics of the Denver SMSA were reported by the Census to be concentrated within the White racial group (51.6 percent); 0.7 percent and 47.7 percent were reported within the Black and "other races" categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

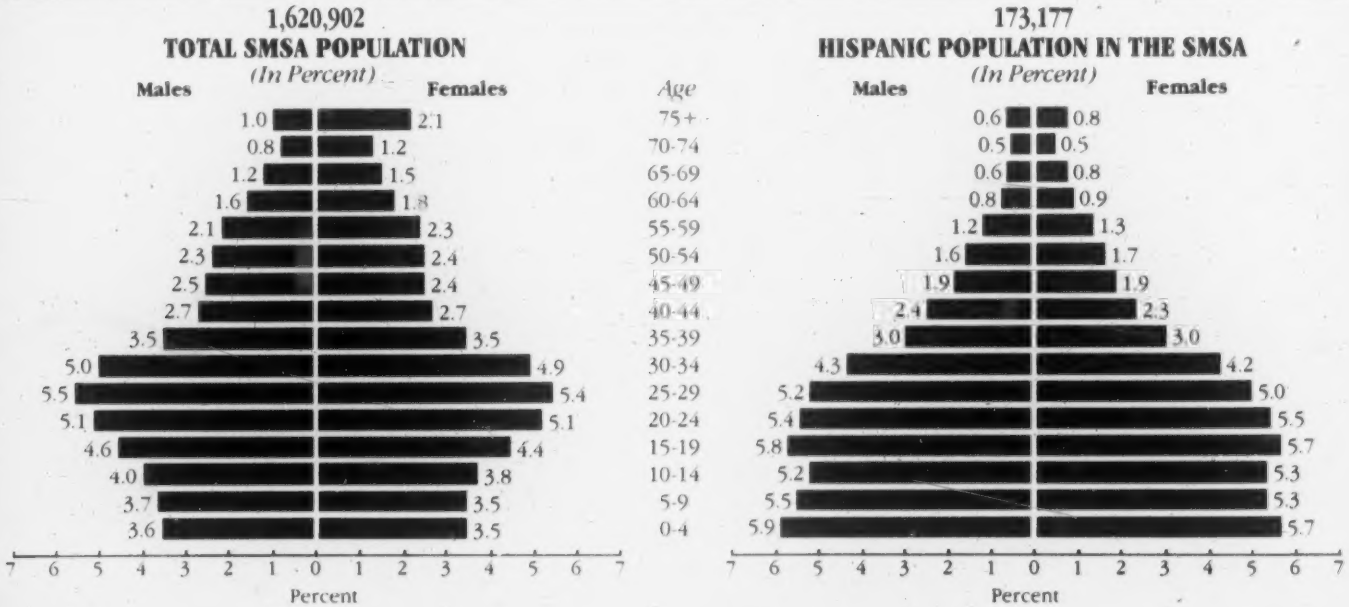
POPULATION GROWTH PROJECTIONS

Denver	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	1,521,390	1,680,793	10.48	1,866,501	2,072,728	2,301,740
Black	78,500	91,100	16.0	106,907	125,456	147,224
Other Races	36,000	53,000	47.2	84,969	136,222	218,391
Hispanic	173,200	202,900	17.1	204,739	285,635	338,903
Total	1,635,890	1,824,793	11.55	2,048,211	2,298,983	2,580,458

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS



Source: CTI calculations based on data acquired from U.S. Census Report PHC80-1-B7 (Colorado).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly

The Hispanic age pyramid reflects a youthful population and an in-migration of Hispanic working-age persons (15-24). The total SMSA population is obviously more adult, with decreasing fertility. Fully 55.3 percent of the Hispanics in the area are under 25, while only 41.3 percent of the total population is under 25. Thus, not only are Hispanics in Denver a relatively much younger population than the total SMSA population, they are also younger than the overall U.S. Hispanic population.

INCOME

The Denver economy has been relatively strong in recent years. The 1980 Census showed Whites, Blacks, Hispanics, and the total population of the Denver SMSA to be ahead of the national averages for their respective groups. Each group was shown to have higher mean and median family incomes and lower percentages of persons below the poverty level.

The mean income for Denver's Hispanics was $18,693 for 1979. Although ahead of the national average for Hispanics, this figure is still significantly below the mean income for the total population of Denver ($28,668) and the total U.S. population ($23,177).

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$29,793	$24,987	6.9%
Blacks	$20,674	$18,557	18.4%
American Indians, Eskimos, and Aleuts	$20,081	$18,720	20.3%
Asians and Pacific Islanders	$24,321	$22,741	16.1%
Hispanics	$18,693	$15,817	22.0%
Total Population	$28,668	$24,235	8.8%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-7 (Colorado).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The educational status of Hispanics in Denver is relatively high. While one of every four has less than or the equivalent of only an elementary education, almost one of every four has at least some college education. These figures place Denver's Hispanics educationally ahead of those in many of the largest U.S. Hispanic markets as well as the national Hispanic population. The figures for highly educated Hispanics may be slightly biased by inclusion of those attending the University of Colorado at Boulder, which is the largest university in the state.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	64,962	7.6	4,084	10.4	581	10.9	1,722	15.7	19,606	25.1	80,246	8.4
1-3 Yrs. High School	81,368	9.5	6,323	16.1	779	14.6	1,092	9.9	17,690	22.7	97,253	10.2
4 Yrs. High School	291,166	33.8	13,253	33.8	1,795	33.6	3,837	25.8	22,938	29.4	318,952	33.6
1-3 Yrs. College	188,698	21.9	10,001	25.5	1,458	27.3	2,407	21.9	11,168	14.3	207,029	21.8
4 or More Yrs. College	234,048	27.2	5,580	14.2	726	13.6	3,917	26.6	6,585	8.4	246,493	25.9
Totals	860,242	100.0	39,241	100.0	5,339	100.0	12,975	99.9	77,987	99.9	949,973	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-7 (Colorado).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Less than half the Hispanics in Denver spoke Spanish at home in 1980, and among those that did, the vast majority spoke English well. Denver is one of the cities of the Southwest where use of Spanish is less prevalent, due to its isolation (in terms of distance) from other major Southwestern cities and the U.S. Mexico border, and to the fact that the ancestors of almost a third of the Hispanics were settled within the borders of what is now the United States before the Pilgrims landed at Plymouth Rock.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	305,956	92.8	1,051,849	89.6	1,357,805	90.3
Speak Spanish at Home	14,478	4.4	68,328	5.8	82,806	5.5
Speak Other Language at Home	9,351	2.8	53,850	4.6	63,201	4.2
Totals	329,785	100.0	1,174,027	100.0	1,503,812	100.0

Source: U.S. Census Report PHC80-S2-7 (Colorado)

THE DENVER ADI

The Denver Area of Dominant Influence (ADI) consists of the 41 counties shown below and has a total population of 2,245,365, of which 228,756 or 10.2 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Adams CO	245,944	38,470
Alamosa CO	11,799	3,772
Arapahoe CO	293,621	12,491
Boulder CO	189,625	10,293
Chaffee CO	13,227	1,289
Clear Creek CO	7,308	266
Denver CO	492,365	92,348
Douglas CO	25,153	609
Eagle CO	13,320	849
Elbert CO	6,850	145
Garfield CO	22,514	935
Gilpin CO	2,441	86
Grand CO	7,475	255
Gunnison CO	10,689	339
Jackson CO	1,863	51
Jefferson CO	371,753	19,476
Kit Carson CO	7,599	356
Lake CO	8,830	2,090
Larimer CO	149,184	8,750
Logan CO	19,800	1,301
Moffat CO	13,133	666
Morgan CO	22,513	2,665
Park CO	5,333	128
Phillips CO	4,542	118
Pitkin CO	10,338	132
Prowers CO	13,070	2,558
Rio Blanco CO	6,255	190
Routt CO	13,404	361
Sedgwick CO	3,266	325
Summit CO	8,848	153
Teller CO	8,034	123
Washington CO	5,304	85
Weld CO	123,438	21,017
Yuma CO	9,682	240
Cheyenne NE	10,057	246
Dawes NE	9,609	156
Keith NE	9,364	363
Kimball NE	4,882	150
Albany WY	29,062	1,870
Carbon WY	21,896	2,466
Platte WY	11,975	573
Totals: 41 Counties	2,245,365	228,756

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Bureau Reports PC80-1-B7 (Colorado), PC80-1-B29 (Nebraska), and PC80-1-B52 (Wyoming)

ACCURACY OF THE LOCAL CENSUS

The Census effort in Denver was less than adequate. Although enumeration began with appropriate preparation and the selection of well-trained managers and supervisors, turnover in the top position of the Census staff resulted in changes in focus after the first month of the effort. The many complaints regarding the Census were due, in part, to the combination of heightened interest created through a strong promotional effort and unmet expectations. The local congressional representative, who served on the Oversight Committee to the Census Bureau, also took an active role in providing an official channel for complaints going directly to the Washington office. Despite efforts to improve the situation, morale problems and dissension characterized Census efforts in Denver and led to an eventual law suit and claims of massive undercount. While the claims may have been exaggerated, the problems were real.

Probable undercount of Hispanics in Denver: 11 percent.

EL PASO

THE EL PASO, TEXAS SMSA*

The El Paso SMSA consists of El Paso County. In 1980 the total SMSA population was 479,899. Hispanics totaled 297,001, or 61.9 percent. The El Paso ADI, defined below, is the 10th largest U.S. Hispanic market, with a total of 357,043 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE EL PASO SMSA

El Paso is a bilingual city with a booming economy and a growing population. It is characterized by its geographic isolation, low density, proximity to the border, twin city status with Ciudad Juarez, and predominantly Hispanic population. The local U.S. military bases maintain a continuous flow of population to the area. El Paso has also become an important regional industrial center and magnet for retirees, having benefited from the "sunbelt" phenomenon.

El Paso's regional importance has improved the socioeconomic status of Hispanics. The Hispanic middle and upper income groups of El Paso are well established. The numbers of Hispanic professionals, managers, businesses, etc. are high for a city of its size. Additionally, Hispanics employed in the construction industry have experienced a lengthy period of growth and expansion. The growth of the industrial base and its need for skilled labor has also provided steady employment for Hispanics.

It is not surprising that El Paso is one of the most important Hispanic markets in the United States. What the figures and statistics for El Paso fail to point out is that Ciudad Juarez, on the other side of the border, is a city three times larger in population but poorer economically. Together, this twin city area represents a Hispanic market which would rank it in size only behind Los Angeles and New York. The Hispanic data for El Paso only begin to describe the actual market potential of the area. What the numbers are unable to describe is the social and economic interdependence between the two cities.

The Hispanic population of El Paso continues to absorb the influx of immigrants from Mexico as it has for decades. This continuous in-flow maintains the youthfulness of the Hispanic population and lowers aggregate income. The vast supply of available labor is also a factor in depressing wage scales. And residents in El Paso are able to stretch their dollars further through selective buying of goods across the border where prices tend to be lower.

Based on El Paso's past economic performance and projected growth for the area, El Paso will continue to have a booming economy and growing population. There appears to be no slowdown in the arrival of immigrants from Mexico with few skills and less education, who find bilingual El Paso an appropriate stepping stone on the route to learning English, understanding the U.S. system, and participating in the U.S. economy.

HISPANIC POPULATION AND GROWTH

Hispanics are the numerically dominant population group of the El Paso SMSA (61.9 percent of the total 1980 population). Hispanics increased 63 percent between 1970 - 1980. The Census estimated the 1985 Hispanic population to be 359,900. It is projected that the Hispanic population will reach 655,781 by 2000.

However, between 1970 and 1980, the Black population, grew at a faster rate. The increase in the small Black population-18,151 in 1980-reflects the growth of Fort Bliss, where Blacks constitute a high proportion of the contingent. As might be expected, the vast majority (94.9 percent) of the Hispanic population of the El Paso SMSA are of Mexican ancestry.

The Hispanics of the El Paso SMSA were reported by the Census to be

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
El Paso Co. Totals:	281,031	58.6	18,151	3.8	1,515	0.3	4,053	0.8	297,001	61.9	479,899	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

concentrated within the "other races" category (58.3 percent).

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

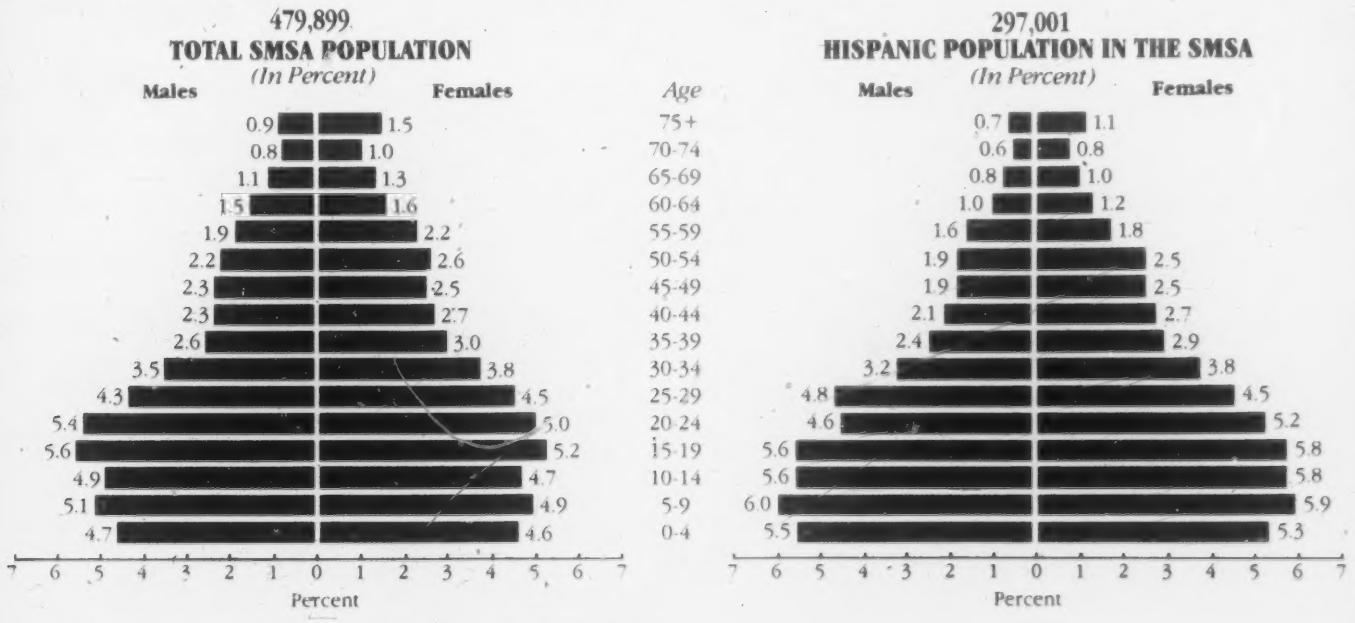
El Paso	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	463,251	510,069	10.11	564,334	624,372	690,797
Black	18,800	20,700	10.0	22,877	25,283	27,942
Other Races	.....	.....	.....	.....	.....	.....
Hispanic	299,900	359,900	20.0	439,583	536,908	655,781
Total	482,051	530,769	10.11	587,236	649,710	718,831

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The number of Hispanic females in the El Paso SMSA exceeds the number of males by 4.5 percent, and in percentage terms there are many more Hispanic females than Anglo females. As also may be seen from the following charts, Hispanics, particularly Hispanic females, represent a much younger population. Some 45.5 percent of all Hispanics in the SMSA are under the age of 20, compared to 39.7 percent of the total population, and 32.5 percent of Hispanic females are under the age of 30, compared to 28.9 percent of all females for the SMSA. These characteristics indicate much higher fertility in the Hispanic population. They have been both cause and effect of the rapid growth rate of the Hispanic population in the SMSA and suggest that this rapid population growth will continue in the future.



Source: CTI calculations based on data acquired from U. S. Census Report PC80-1 B45 (Texas)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

According to the 1980 Census, Hispanics in the El Paso SMSA have lower mean and median family incomes than the total population or the other major population subgroups. The mean and median family incomes recorded for Hispanics were $14,620 and $12,222 per year, respectively, as compared to $19,012 and $15,366 for the total SMSA population. Additionally, 29.2 percent of the Hispanic population was found to be below the poverty level in 1979, compared to 21.7 percent of the total population.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$20,412	$16,506	19.9%
Blacks	$14,890	$12,433	20.0%
American Indians, Eskimos, and Aleuts	$20,552	$18,989	30.9%
Asians and Pacific Islanders	$21,158	$20,295	15.3%
Hispanics	$14,620	$12,222	29.2%
Total Population	$19,012	$15,366	21.7%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Hispanics in the SMSA have, on average, completed fewer years of school than other population subgroups or the total population. At higher educational levels Hispanics also show relatively lower completion rates. Only 6.0 percent of all Hispanics have completed four or more years of college, as compared to 14.0 percent of the total population. Hispanics also lag behind Whites, Blacks, and the other racial groups shown below for this category.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	44,924	25.2	793	10.7	162	17.9	374	14.4	61,909	46.3	69,433	28.9
1-3 Yrs. High School	20,301	11.4	782	10.5	95	10.5	277	10.7	17,170	12.9	27,718	11.6
4 Yrs. High School	52,814	29.6	3,250	43.8	261	28.9	822	31.7	31,995	24.0	69,833	29.1
1-3 Yrs. College	31,253	17.5	1,722	23.2	278	30.8	555	21.4	14,472	10.8	39,377	16.4
4 or More Yrs. College	28,983	16.3	872	11.8	108	11.9	565	21.8	8,031	6.0	33,585	14.0
Totals	178,275	100.0	7,419	100.0	904	100.0	2,593	100.0	133,577	100.0	239,946	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In the El Paso SMSA only 37.6 percent of all persons five years of age or more speak Only English at home. Almost all Hispanics speak Spanish at home and the majority is bilingual.

Further, the Spanish language, if not the dominate language, is nevertheless extremely important in the SMSA.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	39,572	31.9	124,057	39.9	163,629	37.6
Speak Spanish at Home	82,733	66.7	176,488	56.8	259,221	59.6
Speak Other Language at Home	1,712	1.4	10,387	3.3	12,099	2.8
Totals	124,017	100.0	310,932	100.0	434,949	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas)

THE EL PASO ADI

The El Paso Area of Dominant Influence (ADI) consists of the five counties shown below and has a total population of 597,867, of which 357,043 or 59.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Dona Ana NM	96,340	50,204
Luna NM	15,585	6,148
Culberson TX	3,315	2,101
El Paso TX	479,899	297,001
Hudspeth TX	2,728	1,589
Totals 5 Counties	597,867	357,043

Source: ADI Definition — *Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Reports PC80-1-B45 (Texas) and PC80-1-B33 (New Mexico).

ACCURACY OF THE LOCAL CENSUS

The Census effort in El Paso was well above average. El Paso has grown considerably over the past decade, but in a controlled manner. Thus, the address listing for El Paso was fairly complete, and the Census was launched with a combination of community support, adequate staffing, and otherwise favorable circumstances for the enumeration. What keeps El Paso from being a better enumerated city is its location on the U.S.-Mexico border. El Paso is what its name implies, a passage-way between these two countries. The movement across the border is so intense and constant that it would be almost impossible to enumerate the flow on any given day, such as April 1, 1980. Nonetheless, the El Paso Census is probably the best possible given the circumstances of daily commuters, persons with homes on both sides of the border, and undocumented entry into the United States.

Probable undercount of Hispanics in El Paso: 10 percent.

FRESNO

THE FRESNO, CALIFORNIA SMSA*

The Fresno SMSA consists of Fresno County. In 1980 the total SMSA population was 514,621. Hispanics totaled 150,790 or 29.3 percent. The Fresno ADI, defined below, is the 11th largest U.S. Hispanic market, with a total of 295,389 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE FRESNO SMSA

From a small town servicing the agricultural sector of the area, Fresno has become a major urban center. Fresno has benefited from the growth and development of agribusiness in California. Geographically, it lies in the midst of one of the nation's most productive and fertile valleys. With the shift to multiple annual crops and harvest, and advances in beef production, the economic well-being of Fresno has been insured for the near future.

Hispanics have been residing in Fresno for centuries, since this area consisted of extensive Spanish land grants. Hispanics came to the area in significant numbers when the land grant territories were divided into smaller individual farms. And over time, Fresno became another stopping point for migrant workers moving northward from Bakersfield to Sacramento and beyond. As in the case of other towns along the migrant stream, some individuals settled in the Fresno area, finding it an ideal spot from which to move north or south to find employment. More recently, however, the re-aggregation of the smaller farms into immense agricultural enterprises and the availability of large quantities of water through irrigation have changed the nature of work for Hispanics in Fresno. Hispanic agricultural workers in this area were among the first to feel the impacts of mechanization and to experience displacement.

While there are many exceptions, the composition of the Fresno Hispanic population continues to be influenced by its migrant and agricultural origins. As a group, Hispanics in Fresno are among the least educated, poorest, and least employed Hispanics in California. As a result, the socioeconomic status of Hispanics in Fresno is below average. However, it is only fair to note that the situation for Hispanics in Fresno is improving. New agricultural methods for increasing the number of crops per year are slowly bringing to a close the era of seasonal employment for many of the residents in this area.

The educational level of the younger Hispanics is considerably higher than the levels of their parents. The mechanization of the agricultural sectors has greatly reduced the number of available jobs but has upgraded productivity in the sector. The rate of homeownership is relatively high, as is the number of Hispanics who work as farm managers and supervisors. Finally, local Hispanic leaders have been increasingly successful in election to public office as a result of the greater participation of Hispanics in politics and local economic issues.

Hispanics in the Fresno area are surrounded by innovations in agriculture and high tech industry. These opportunities, coupled with improved educational attainment, may well advance the socioeconomic status of Hispanics.

HISPANIC POPULATION AND GROWTH

Hispanics are the largest minority population in the Fresno SMSA. Between 1970-1980 the Hispanic growth rate was substantially higher than that of other population groups. In 1980, Hispanics represented 29.3 percent of the total population. Growth patterns in Fresno between 1970-1980 reflects the youth of its Hispanic population compared to the aging of its Anglo population.

Since 1980, Black and Asian immigration and migration has increased and their projected growth rate is now higher than that of Hispanics.

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Fresno Co. Totals	379,279	73.7	25,339	4.9	4,747	0.9	14,777	2.9	150,790	29.3	514,621	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The Hispanic population of the Fresno SMSA is primarily of Mexican ancestry (93.5 percent).The Hispanics of the Fresno SMSA were reported by the Census to be concentrated within the "other races" group (58.1 percent); 0.5 percent and 41.4 percent were reported within the Black and White racial categories respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

Fresno	Census 1980	Estimate 1985	% Growth 80-85	Pro-jection 1990	Pro-jection 1995	Pro-jection 2000
White	469,734	498,965	6.22	530,986	565,062	601,325
Black	25,900	34,600	33.5	48,369	67,617	94,524
Other Races	21,700	32,800	51.1	54,676	91,142	151,930
Hispanic	150,700	186,500	23.8	236,614	300,194	380,859
Total	517,334	566,365	9.48	622,684	684,603	752,679

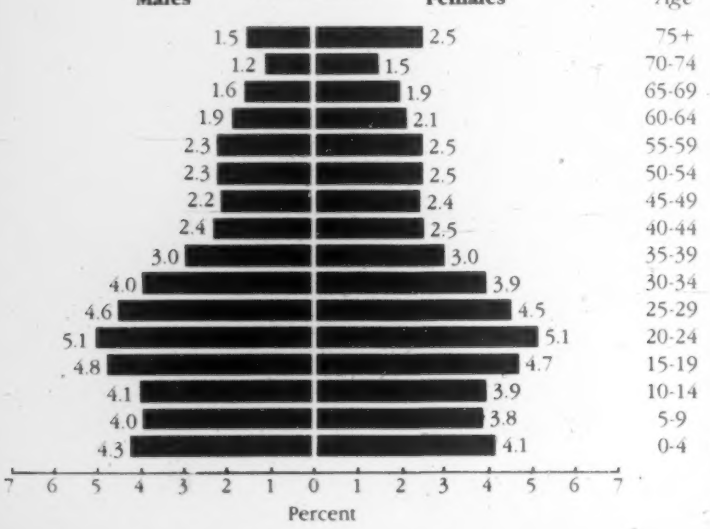
Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

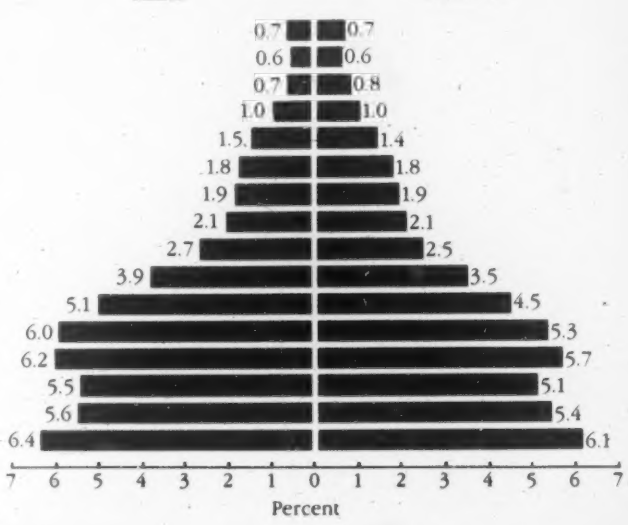
The skyscraper form of the Hispanic population pyramid is indicative of the group's youthfulness and high fertility rate. Because of the labor-intensive agricultural industries which surround the Fresno area, the number of 15-24 year-olds exceeds the norm. These are peak working ages for farm labor. Some 66.9 percent of Fresno's Hispanics are under the age of 30, compared to 53.0 percent of the total population, while 33.2 percent of the area's Hispanics are 30 or older, compared to 47.2 percent of the total population.

514,621
TOTAL SMSA POPULATION
(In Percent)



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

150,790
HISPANIC POPULATION IN THE SMSA
(In Percent)



Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Hispanic income in the Fresno SMSA is well below average. The area's mean and median family incomes of $15,510 and $13,061 for Hispanics are significantly below the national figures of $17,360 and $14,711 respectively. This is due, in part, to the seasonal nature of agricultural work in which many Hispanics are employed. The percentage of Hispanics living in poverty is slightly higher than the national rate for Hispanics, and significantly above the corresponding rate for the overall Fresno population (14.5 percent) or total U.S. population (12.5 percent). Thus, the socioeconomic status of Hispanics in the area is relatively lower, suggesting that the group has benefited little from the growth of high tech industries in the area.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,189	$20,091	10.8%
Blacks	$13,821	$10,530	29.9%
American Indians, Eskimos, and Aleuts	$17,056	$14,088	24.7%
Asians and Pacific Islanders	$26,520	$22,278	12.6%
Hispanics	$15,510	$13,061	25.2%
Total Population	$22,392	$18,399	14.5%

Source: CTI aggregations of data, drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The level of educational attainment for Hispanics in Fresno is below average. A percentage of Fresno Hispanics greater than the comparable national Hispanic percentage has completed only elementary school or less. Fewer than the national average have gone on to college. In addition, the area's Hispanics show fewer years of education completed than any other population subgroup. These conditions reflect the relatively poor socioeconomic status of Hispanics in Fresno.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	41,531	18.1	3,320	27.4	580	19.5	1,766	18.8	32,117	50.0	64,881	22.5
1-3 Yrs. High School	30,439	13.2	2,476	20.5	789	26.5	829	8.8	9,424	14.7	39,833	13.8
4 Yrs. High School	69,875	30.4	2,947	24.4	801	26.9	2,509	26.7	12,144	18.9	82,455	28.5
1-3 Yrs. College	49,150	21.4	2,444	20.2	605	20.3	1,687	18.0	7,974	12.4	57,896	20.0
4 or More Yrs. College	38,964	16.9	915	7.6	200	6.7	2,604	27.7	2,565	4.0	43,785	15.2
Totals	229,959	100.0	12,102	100.1	2,975	99.9	9,395	100.0	64,224	100.0	288,850	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Overall, there were 103,744 individuals in the Fresno SMSA in 1980 who spoke Spanish at home. On the other hand, as in other major Hispanic markets, the more youthful (those 5 to 17), who have gone to U.S. schools, tend to be fully bilingual.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	80,990	72.9	260,085	72.1	341,075	72.3
Speak Spanish at Home	27,462	24.7	76,282	21.1	103,744	22.0
Speak Other Language at Home	2,625	2.4	24,477	6.8	27,102	5.7
Totals	111,077	100.0	360,844	100.0	471,921	100.0

Source: U.S. Census Report PHC80-S2-6 (California)

THE FRESNO ADI

The Fresno Area of Dominant Influence (ADI) consists of the six counties shown below and has a total population of 1,042,881, of which 295,389 or 28.3 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Fresno	514,621	150,790
Kings	73,738	19,827
Madera	63,116	16,916
Mariposa	11,108	504
Merced	134,560	34,054
Tulare	245,738	73,298
Totals 6 Counties	1,042,881	295,389

Source: ADI Definition — *Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Fresno was above average. The Fresno area is largely agricultural but is now developing a high-technology industrial base as well. As a result, the area's growth has been strong but controlled. The Census office encountered few problems which it could not solve, and was well staffed. There is no reason to believe that the census effort in Fresno was less than adequate.

Probable undercount of Hispanics in Fresno: 3 percent.

HOUSTON

THE HOUSTON, TEXAS SMSA*

The Houston SMSA consists of Brazoria, Fort Bend, Harris, Liberty, Montgomery, and Waller Counties. In 1980 the total SMSA population was 2,905,353. Hispanics totaled 424,903, or 14.6 percent. The Houston ADI, defined below, is the seventh largest U.S. Hispanic market, with a total of 484,560 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE HOUSTON SMSA

Located in the Gulf Coast area of Texas, Houston has experienced phenomenal growth during the past two decades. Its present status as the fourth largest metropolitan area in the nation is a contrast to its earlier history when it was almost entirely dependent on the harbor and shipping industry.

Perhaps, due to the fact that the harbor area was one of the earliest sections to be developed, it is not surprising that the original barrio areas of Houston are located near the "channel." It was there that the mostly Mexican labor force resided and worked. Mexicans often found obstacles to working in the higher-wage harbor industries, but were able to work in warehouse loading, trucking, and other related sectors.

The dramatic growth that has resulted in modern Houston is due, in part, to the diversification of the economic base. This diversification included expansions in petroleum refining, petro chemicals, and the boost given to the economy by the government-funded space program, which spawned a period of unprecedented growth in high-tech industries.

Along with this growth came more intensive migration of Hispanic workers, mostly from the South Texas region and from Corpus Christi and its surrounding areas. The original attraction was the booming demand for construction-related jobs, which continue to employ many unskilled Hispanic workers. After the construction boom, the demand for service workers grew, and the transition from construction to the service sector was made by many Hispanic workers. Despite the large number of professional and managerial jobs created by the growth of the area, it remained difficult for Hispanics to challenge highly trained migrants from other parts of the United States for these better-paying jobs. Secretarial and clerical occupations were exceptions.

Because of its rapid growth, newer Hispanic immigrants have settled throughout the city rather than in a few areas. At least a dozen areas of the city have substantial concentrations of Hispanics, though none is as large as any of those located in the Houston channel area. Economic expansion made possible the socioeconomic advancement of many Hispanic workers. And, despite an economic decline, new workers from Mexico, South Texas, and other rural areas of Texas continue to migrate to Houston to seek employment opportunities. These more recent arrivals are not likely to find as many opportunities for unskilled labor. The demand for technical skills means that for well-educated Hispanics, Houston will continue to be an area where opportunity and advancement are possible.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Brazoria Co.	144,239	85.1	13,152	7.8	512	0.3	758	0.4	22,679	13.4	169,587	5.8
Fort Bend Co.	92,729	70.9	20,420	15.6	276	0.2	3,725	2.8	26,656	20.4	130,846	4.5
Harris Co.	1,701,711	70.6	473,695	19.6	5,346	0.2	46,355	1.9	369,077	15.3	2,409,547	82.9
Liberty Co.	39,737	84.4	6,751	14.3	113	0.2	57	0.2	1,053	2.2	47,088	1.6
Montgomery Co.	120,271	93.6	6,167	4.8	262	0.2	358	0.3	4,289	3.3	128,487	4.4
Waller Co.	10,788	54.5	8,325	42.0	19	0.1	41	0.2	1,149	5.8	19,798	0.7
Totals	2,109,475	72.6	528,510	18.2	6,528	0.2	51,294	1.8	424,903	14.6	2,905,353	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

It is expected that Hispanics will become the largest minority group by 1990.

Between 1970 and 1980 Houston's expanding economy attracted labor. It was drawn from East and South Texas, regions of high Hispanic concentration. Although the Texas economy slowed in the early 1980's, events in Central America gave rise to new immigration. It is projected that the Hispanic population will reach 1,614,674 by the year 2000. In 1980 most Hispanics in the Houston SMSA (88.1 percent) were of Mexican ancestry. The 1990 Census is likely to show a decrease in the size of the Mexican majority.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

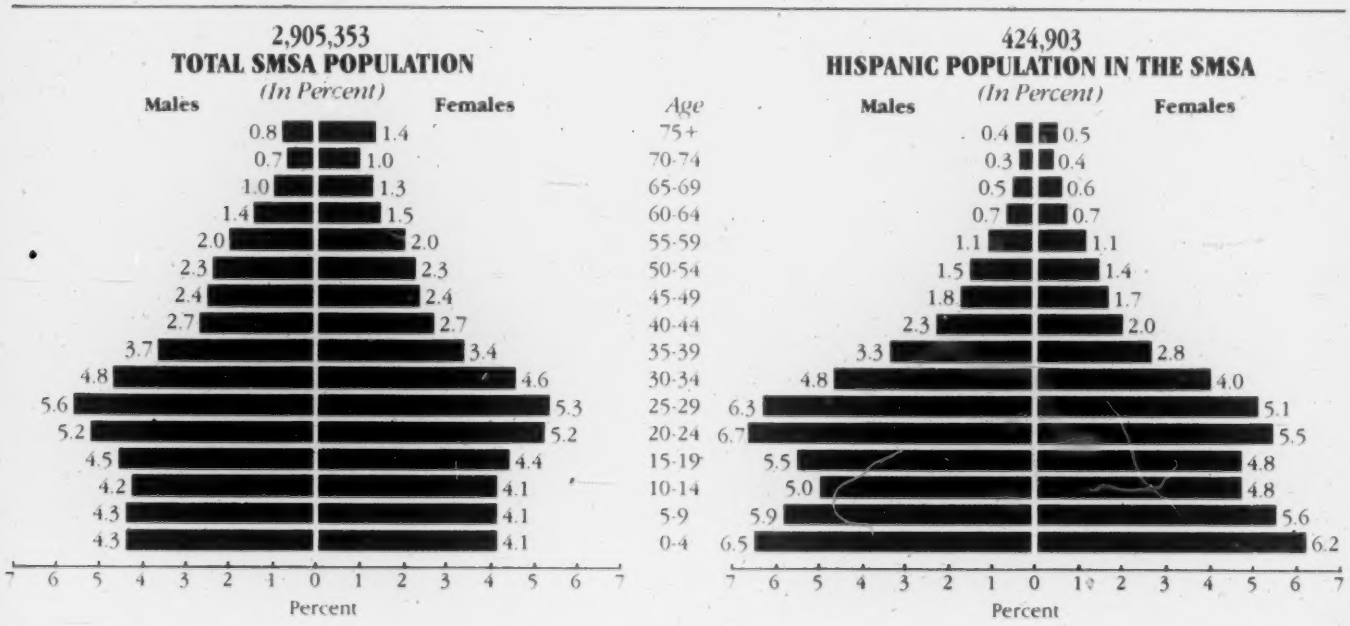
POPULATION GROWTH PROJECTIONS

Houston	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	2,435,184	2,799,475	14.96	3,251,225	3,775,874	4,385,185
Black	564,300	641,300	13.6	734,726	841,762	964,391
Other Races	66,700	124,900	87.2	298,722	714,450	1,708,742
Hispanic	446,200	594,600	33.3	829,554	1,157,350	1,614,674
Total	3,066,184	3,565,675	16.29	4,196,511	4,938,953	5,812,747

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

The Hispanic age pyramid clearly shows the effects of an in-migration of Hispanics of prime working ages (20-29) plus the group's higher fertility due to its more youthful character. The total SMSA pyramid reflects the impact of in-migration of other racial/ethnic groups as well. These charts illustrate the dynamic growth of the Houston area and the youthful base upon which its future growth will depend. The comparative youthfulness of the Hispanic population is particularly striking. An analysis of the under-30 populations shows 67.9 percent of all Hispanics to be under 30, compared to 55.3 percent of the total population.

INCOME

The income level of Hispanics is higher than the national average for that group, but significantly behind the income levels of Whites and the total Houston population. This differential is due to the high-income occupations requiring technical skills where Whites predominate, compared to the blue-collar semi-skilled occupations where Hispanics are concentrated. Nationally 23.8 percent of all Hispanics were found to be below the poverty level in 1979, compared to only 18.1 percent of Hispanics in the Houston SMSA.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$32,219	$26,439	6.2%
Blacks	$17,866	$16,069	22.4%
American Indians, Eskimos, and Aleuts	$21,733	$21,310	11.8%
Asians and Pacific Islanders	$24,961	$24,046	19.0%
Hispanics	$19,511	$17,185	18.1%
Total Population	$28,866	$23,959	10.5%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas)

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The proportion of Hispanics with some college education is 18 percent, roughly equal to the national level. The proportion of Hispanics with less than a high school education is relatively large, 44 percent. Thus Houston has the base for an emerging and sizeable middle class, but the overall educational level of Hispanics in the area remains low.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	142,862	11.6	54,691	20.9	851	18.2	3,207	10.4	81,161	44.0	242,682	15.0
1-3 Yrs. High School	175,379	14.2	55,911	21.4	779	16.6	2,247	7.3	28,708	15.6	247,523	15.3
4 Yrs. High School	367,044	29.7	76,920	29.4	1,496	32.0	5,834	18.9	41,444	22.5	469,100	29.0
1-3 Yrs. College	244,905	19.8	42,770	16.3	923	19.7	5,239	17.0	19,328	10.5	300,869	18.6
4 or More Yrs. College	304,370	24.7	31,549	12.0	631	13.5	14,367	46.5	13,722	7.4	354,987	22.0
Totals	1,234,560	100.0	261,841	100.0	4,680	100.0	30,894	100.1	184,363	100.0	1,615,161	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In 1980 one out of every eight persons in the 5-to-17 age group spoke Spanish at home in the Houston SMSA. Native-born Hispanics and those who have been in the U.S. ten years or more tend to be bilingual. The 1990 Census may indicate a higher use of Spanish because many of the more recently arrived Central American immigrants are still in the process of gaining command of English.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	534,778	83.4	1,684,893	83.4	2,219,671	83.4
Speak Spanish at Home	87,597	13.7	244,943	12.1	332,540	12.5
Speak Other Language at Home	18,888	2.9	89,742	4.5	108,630	4.1
Totals	641,263	100.0	2,019,578	100.0	2,660,841	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas)

THE HOUSTON ADI

The Houston Area of Dominant Influence (ADI) consists of the 20 counties shown below and has a total population of 3,390,034, of which 484,560 or 14.3 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Austin	17,726	989
Brazoria	169,587	22,679
Calhoun	19,574	6,651
Chambers	18,538	627
Colorado	18,823	2,656
Fort Bend	130,846	26,656
Galveston	195,940	23,557
Grimes	13,580	1,232
Harris	2,409,547	369,077
Jackson	13,352	2,494
Liberty	47,088	1,053
Matagorda	37,828	7,965
Montgomery	128,487	4,289
Polk	24,407	903
San Jacinto	11,434	711
Trinity	9,450	84
Walker	41,789	2,972
Waller	19,798	1,149
Washington	21,998	663
Wharton	40,242	8,753
Totals: 20 Counties	3,390,034	484,560

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Report PC80-1-B45 (Texas)

ACCURACY OF THE LOCAL CENSUS

As one of the fastest growing metropolitan areas in the nation, Houston presented some difficult problems for the Census effort of 1980. Its incredible growth in housing meant that no recent address lists were available, and any "complete" listing was immediately out-of-date. Perhaps more significant, the Houston area had but one central office for a metropolitan area which reaches almost 100 miles from one edge to the other. This office, struggling with an enormous task, faced a severe problem not encountered in other areas of the country: finding a sufficient number of employees in an area where the demand for labor was so great that even menial laborers were paid more than Census enumerators. The Houston Census office was constantly behind schedule due to personnel shortages and the massive task before it. The result was a Census effort which did the best it could given the circumstances, but one which lacked the time and resources to make the special efforts necessary to ensure that hard-to-enumerate populations were covered.

Probable undercount of Hispanics in Houston: 15 percent.

LAREDO

THE LAREDO, TEXAS SMSA*

The Laredo SMSA consists of Webb County. In 1980, the total SMSA population was 99,258. Hispanics totaled 90,842 or 91.5 percent. The Laredo ADI, defined below, is the 25th largest U.S. Hispanic market, with a total of 95,884 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE LAREDO SMSA

Laredo was a transnational city long before the term was coined. One of the original settlements in Northern Mexico before it became a part of the Texas territories and eventually the United States, Laredo's history can rival the colonial histories of the eastern seaboard's cities. Laredo has undergone several transformations, from outpost, to trading center, to border twin city, to international economic center. What has remained constant throughout all these changes is the dominance of the Hispanic population in all aspects of the social, political, and economic life of the city, as well as its special relationship with Nuevo Laredo, Mexico.

The South Texas Valley generally is considered a poverty region, since it ranks among the lowest on all indicators of literacy, education, earnings, and employment. Its proximity to Mexico and Mexico's abundant supply of workers keeps wages low and limits earnings. The economic base of the city historically has been tied to that of Nuevo Laredo, and Mexico's recent recession and peso devaluation was a severe setback for the local economy. Laredo, however, represents the upper limits for the region, having experienced consistent population and economic growth, and, over the past decade, Laredo has succeeded in diversifying its employment base in order to offset the impact of the Mexican economy's instability.

Hispanics in Laredo are found at all levels of socioeconomic status, from the third-generation attorney or school principal to the immigrant who arrived yesterday. Because of its supportive environment, effective schooling, and the self-assurance that comes from being part of the majority rather than the minority population, Laredo has been a source city for many professional Hispanics living throughout the Southwest. The unfortunate lack of a four-year college in Laredo, or institutions providing professional degrees, requires that its ambitious youth leave the area in order to advance their education, and many fail to return. On the other hand there is no lack of talent to sustain the local economy, and Laredo continues to serve as a port of entry for immigration that replenishes the population base. Laredo's close relationship with Nuevo Laredo is unparalleled along the U.S.-Mexico border, and includes a high level of personal and business interaction.

HISPANIC POPULATION AND GROWTH

The population of the Laredo SMSA is overwhelmingly Hispanic. According to the 1980 Census, Hispanics numbered 90,842 or 91.5 percent of the total Laredo SMSA population of 99,258. In comparison, the other minority groups ranked considerably behind, with American Indians, Eskimos, and Aleuts comprising a bare 0.1 percent, Blacks 0.1 percent, and Asians and Pacific Islanders 0.1 percent. The Hispanic community is

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Webb Co.	90,721	91.4	57	0.1	133	0.1	80	0.1	90,842	91.5	99,258	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas)

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

broadly distributed throughout Laredo's urban and rural areas.

Of the Laredo SMSA's Hispanic population, 95.3 percent are of Mexican ancestry, 0.2 percent Puerto Rican, 0.1 percent Cuban, and 4.5 percent are of other Spanish ancestry.*

The Hispanics of Laredo were reported by the Census to be primarily concentrated within the White racial group (90.5 percent); 0.03 percent and 9.5 percent were reported within the Black and "other races" categories, respectively.

The Census does not calculate growth rates for other than Hispanics because the numbers are too few. As a consequence the accompanying chart does not indicate projections for non-Hispanics.

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the later is an experimental Census estimate reached after 1985.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

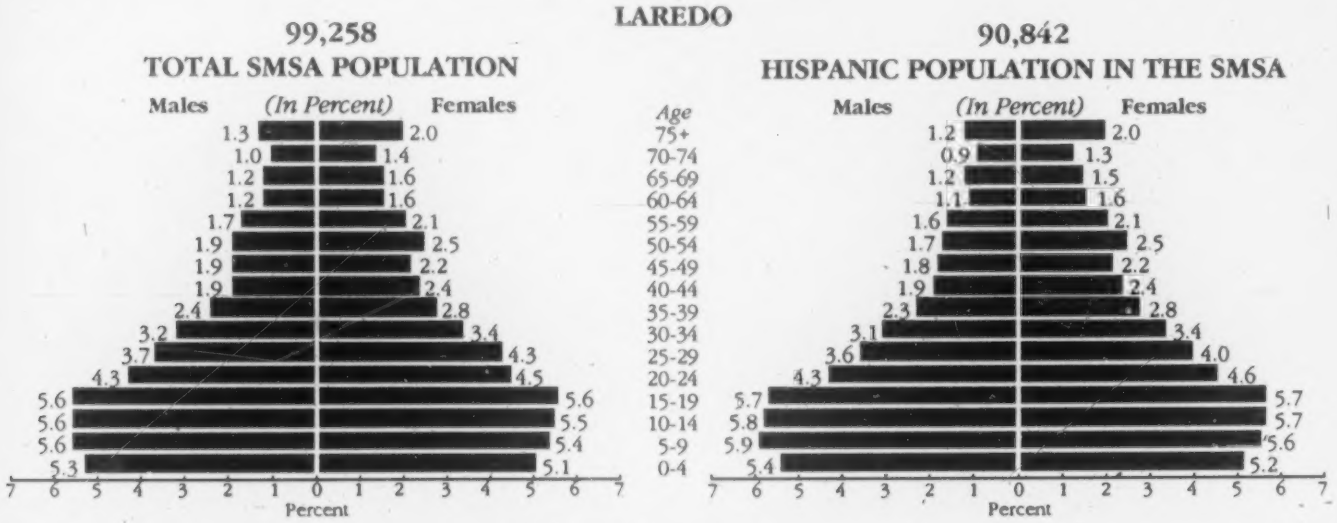
Laredo	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	90,721	••••	•••	••••	••••	••••
Black	57	••••	••••	••••	••••	••••
Other Races	213	••••	••••	••••	••••	••••
Hispanic	92,200	110,100	19.4	133,672	162,291	197,037
Total	99,247	112,462	13.3	128,480	146,785	167,699

Source: U.S. Census, Current Population Reports. Series P - 25, No. 1040 - RD -1, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic population is extremely youthful and exhibits high fertility potential, shown by the pyramid and the percentage of females in the childbearing years. The age and sex distributions for both the total and Hispanic populations, in fact, reflect youthful populations. Some 61.5 percent of Laredo's Hispanics are under 30 years of age, compared to 60.5 percent for the total population.

The percentages for males and females in the SMSA's total population are 47.8 percent and 52.4 percent respectively; for Hispanics the figures are 47.5 percent and 52.6 percent.



Source: CTI Calculations based on data acquired from U.S. Census Report PC80-1 - B45 (Texas)
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Dependent on tourism and agribusiness, Laredo's income and employment figures continue to be relatively healthy.

Income levels of the SMSA's Hispanics, however, are low. The number of Hispanics living below the poverty line is extremely high; 35.0 percent of the Hispanic population, 33.1 percent of the total population, and 24.6 percent of the Black population live in poverty.

The median family income for Laredo's Hispanics was $11,346; mean family income was $14,495.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$15,841	$11,934	33.2%
Blacks	$13,965	$15,417	24.6%
American Indians, Eskimos, and Aleuts	NA	---	---
Asians and Pacific Islanders	NA	---	---
Hispanics	$14,495	$11,346	35.0%
Total Population	$16,122	$12,181	33.1%

NA - Numbers too few to calculate statistic.

Source: CTI aggregations of data drawn from U.S. Census Reports PHC80-S2-45 (Texas) and PC80-1-C45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

In every educational attainment category, the Hispanics of Laredo register lowest, especially in comparison to Whites.

Only 7.9 percent of Hispanics have completed college, compared to 9.8 percent of the total population, and another 11.4 percent of Hispanics have completed 1-3 years of college, compared to 12.4 percent of the total population.

Hispanics had the highest percentage (51.8 percent) of those with only an elementary education, compared to the total population with 47.8 percent and Whites with 47.5 percent respectively.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	20,539	47.5	0		NA		NA		21,771	51.8	22,544	47.8
1-3 Yrs. High School	4,756	11.0	0		---		---		4,401	10.5	5,055	10.7
4 Yrs. High School	8,403	19.4	0		---		---		7,740	18.4	9,058	19.2
1-3 Yrs. College	5,301	12.3	9	100.0	---		---		4,777	11.4	5,864	12.4
4 or More Yrs. College	4,210	9.7	0		---		---		3,309	7.9	4,645	9.8
Totals	43,209	100.0	9	100.0	---		---		41,998	100.0	47,166	100.0

NA - Information not given in pubished Census Bureau report.

Source: CTI aggregations of data drawn from PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Laredo is a bilingual city. Spanish is the dominant language in the SMSA but a large majority speaks English well, and persons aged 5 to 17 are more likely to be bilingual than those 18 and over.

In the Laredo SMSA in 1980, 82,077 persons—a sizeable 92.4 percent of those five years old and over—spoke Spanish at home. Only 7.4 percent, or 6,516 persons, spoke only English at home.

	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
Language Category	**Number**	**%**	**Number**	**%**	**Number**	**%**
Speak Only English at Home	1,876	6.5	4,640	7.7	6,516	7.4
Speak Spanish at Home	26,892	93.3	55,185	91.9	82,077	92.4
Speak Other Language at Home	45	0.2	261	0.5	306	0.3
Totals	28,813	100.0	60,086	100.0	88,899	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas).

THE LAREDO ADI

The Laredo Area of Dominant Influence (ADI) consists of Webb and Zapata counties. The ADI has a total population of 105,886, of which 95,884 or 90.6 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Webb	99,258	90,842
Zapata	6,628	5,042
Totals 2 Counties	105,886	95,884

Source: ADI definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Report PC80-1-B45 (Texas)

ACCURACY OF THE LOCAL CENSUS

The Census undercount in Laredo was substantial for many reasons. Laredo was not the site of a district office, it contains persons living on either side of the border, its proportion of the undocumented is significant, and various parts of the city have unpaved streets, irregular addresses, and subdivided housing units. While the Census office had an abundance of bilingual enumerators, this office was not assigned all the coverage procedures necessary to produce a better count.

Estimated undercount: 12 percent.

LOS ANGELES

THE LOS ANGELES, CALIFORNIA SMSA*

The Los Angeles SMSA consists of Los Angeles County. In 1980 the total SMSA population was 7,477,503. Hispanics totaled 2,066,103, or 27.6 percent. The Los Angeles ADI, defined below, is the largest U.S. Hispanic market, with a total of 2,838,694 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE LOS ANGELES SMSA

As a Hispanic market, Los Angeles is unique. It is not only the largest Hispanic market, it is also a highly cosmopolitan city, representative of global cities through which many nationalities flow. It is the most important city of the Western United States and one of the most international of all U.S. cities.

During the last three decades, U.S. population, industry, and investment have edged westward. During the best of economic times Los Angeles has been among the leaders in providing socioeconomic gains for its population, and during periods of economic stagnation, has suffered much less than other regions of the country.

It is within this context of dynamic growth and abundance that Hispanics suddenly became visible. As local street signs indicate, Los Angeles has a long history of Hispanic cultural influences. Yet, despite the large proportions of Hispanics residing in this city for centuries, it was not until recently that Hispanics in Los Angeles came to be recognized as a political, social and economic force. Today, few would deny their importance.

Due to the size of the city and the diversity of its population, Hispanics are difficult to categorize. Some are wealthy, while others are poverty-stricken. Some date their families to the Spanish land grant era, while others have arrived recently from the interior of Mexico. The fact that Hispanics are found throughout the social and economic strata requires that one consider these groups separately.

Long time residents have slowly suburbanized and melted into largely non-Hispanic neighborhoods. Their children speak only a little Spanish and the breadwinner of the family has experienced continuous though limited economic success. They are homeowners, consumers, but continue to identify ethnically. At the other extreme is the new arrival who gravitates to the barrio as a place where he or she can acclimate slowly to the alien U.S. system. Ambitious, economically motivated, but lacking the English language, this new immigrant lives isolated from the English language society by working, living and buying within the Spanish-speaking environment.

The fact that these two groups, representing extremes, can live within a few miles of one another is characteristic of Los Angeles. It is a port of entry for many, and continues to produce large numbers of professionally trained Hispanics. It is a place where some businesses earn millions by catering wholly to the Hispanic consumer and community.

Overall, Los Angeles is one of the most dynamic markets in the nation. Its Hispanic population is larger than the total populations of all but the largest of U.S. metropolitan areas. The geographic location of Los Angeles (two hours from the Mexican border), a major U.S. airport, a deep water harbor, temperate weather, etc. make Los Angeles a center for international trade and commerce. Hispanics in Los Angeles have benefited economically from the extensive manufacturing base of the area and may benefit from the transition from smokestack industries to a high tech economy.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Los Angeles Co.	5,073,617	67.9	943,968	12.6	48,120	0.6	434,850	5.8	2,066,103	27.6	7,477,503	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

Even as the population growth of Southern California begins to slow, the Hispanic population continues to grow at rates far exceeding that of any other group. The Hispanic population nearly doubled in the Los Angeles SMSA between 1970-1980. Hispanics increased by over one million in the decade. The Hispanic population of Los Angeles in 1990 is projected to be 5,055,707. Because of the difficulties in enumerating Hispanics in the SMSA, the estimates may be undercounted from 5 to 15 percent.

The Hispanic population of the Los Angeles SMSA is predominantly of Mexican ancestry (79.9 percent); 16.2 percent is of other Spanish ancestry.* The Hispanics of the Los Angeles SMSA were reported by the Census to be concentrated within the White racial group (54.2 percent); 44.9 percent were reported within the "other races" category.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

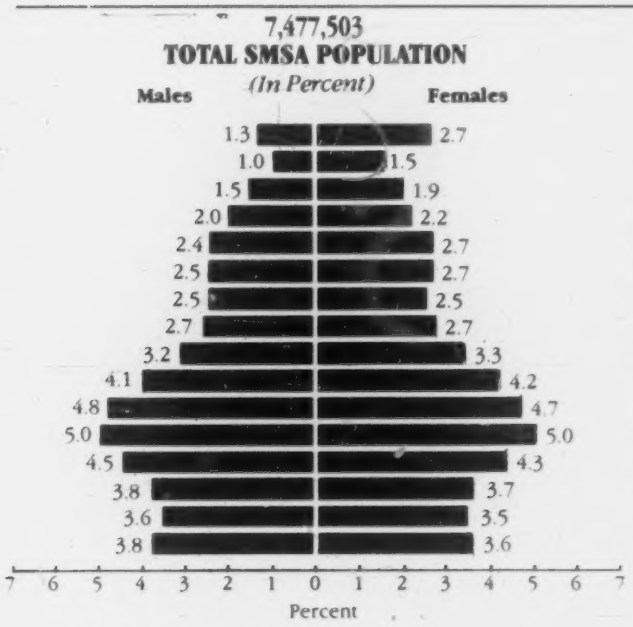
Los Angeles	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	9,529,285	10,706,370	12.35	12,113,722	13,706,071	15,507,734
Black	1,065,100	1,194,500	12.1	1,348,142	1,521,547	1,717,256
Other Races	701,800	1,061,100	51.2	1,770,578	2,954,431	4,929,838
Hispanic	2,766,500	3,660,200	32.3	5,055,707	6,983,273	9,645,753
Total	11,296,185	12,961,970	14.75	15,022,058	17,409,563	20,176,522

Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

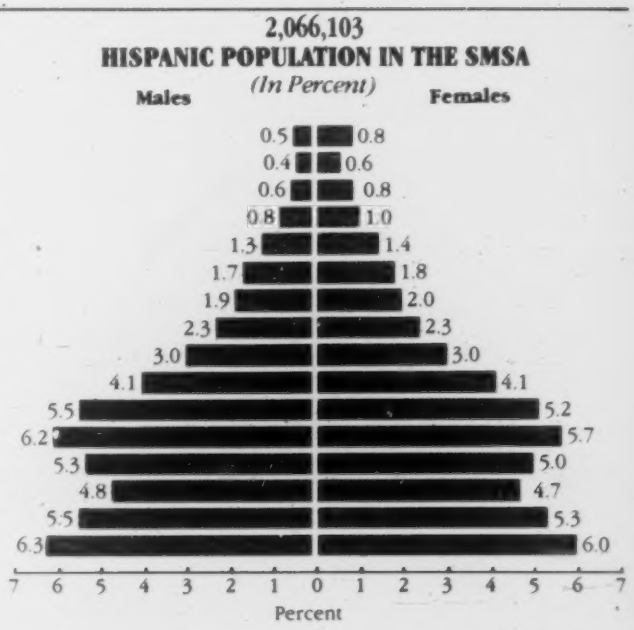
Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The age pyramids show that the Hispanic population is relatively youthful compared to the total population. Two-thirds of all Hispanics (65.5 percent) are under the age of 30, whereas only half (50.3 percent) the total population is under 30. Fertility among Hispanics is high. The effects of immigration can be seen in the bulges at the 20-29 year-old groupings where the proportions of working age persons exceed the younger age groups. The total population has more adults than the Hispanic population, and includes a large number of elderly persons.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).



Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The income of Hispanics is relatively high; the difference observed between mean and median incomes suggests that the upper part of the range is very high. Median family income is approximately $2,500 less. The proportion living in poverty is less than in a number of the other large Hispanic markets, but it is twice as high as the White poverty rate in the Los Angeles SMSA.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$28,554	$23,231	9.9%
Blacks	$18,057	$14,879	23.1%
American Indians, Eskimos, and Aleuts	$20,645	$17,911	17.0%
Asians and Pacific Islanders	$27,103	$23,683	12.8%
Hispanics	$18,057	$15,541	20.5%
Total Population	$25,895	$21,135	13.4%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Although one of every six Hispanics has completed at least some college, most Los Angeles Hispanics have less than a high school education. As the chart indicates, the Hispanic population lags behind the total population as well as each of the population subgroups reported.

Years of School Completed (For Those 25 and Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	458,402	14.1	68,555	13.8	4,171	13.9	33,817	12.3	404,236	43.3	752,145	17.0
1-3 Yrs. High School	407,025	12.5	86,967	17.5	5,821	19.5	20,483	7.5	157,583	16.9	583,910	13.2
4 Yrs. High School	1,024,247	31.6	160,211	32.3	9,383	31.4	66,138	24.1	208,404	22.3	1,336,165	30.2
1-3 Yrs. College	708,994	21.8	125,595	25.3	7,124	23.8	58,320	21.2	111,433	11.9	939,625	21.2
4 or More Yrs. College	647,614	19.9	54,261	10.9	3,425	11.4	95,907	34.9	52,724	5.6	818,658	18.5
Totals	3,246,282	99.9	495,589	99.8	29,924	100.0	274,665	100.0	934,380	100.0	4,430,503	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Slightly more than 20 percent of all Hispanics age 5 and over in the Los Angeles SMSA spoke Spanish at home in 1980. Well over two-thirds of the SMSA's Hispanics spoke only English at home. But the 21.9 percent who spoke Spanish at home are more than a million and a half persons--individuals who must be reached via Spanish print and electronic media and through social and community service announcements in the Spanish language.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	978,616	66.3	3,773,543	69.2	4,752,159	68.6
Speak Spanish at Home	399,780	27.1	1,117,366	20.5	1,517,146	21.9
Speak Other Language at Home	97,722	6.6	558,607	10.3	656,329	9.5
Totals	1,476,118	100.0	5,449,516	100.0	6,925,634	100.0

Source: U.S. Census Report PHC80-S2-6 (California)

THE LOS ANGELES ADI

The Los Angeles Area of Dominant Influence (ADI) consists of the seven counties shown below and has a total population of 11,901,370, of which 2,838,694 or 23.9 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Inyo	17,895	1,084
Kern	403,089	87,026
Los Angeles	7,477,503	2,066,103
Orange	1,932,709	286,339
Riverside West	645,984	119,087
San Bernardino	895,016	165,863
Ventura	529,174	113,192
Totals 7 Counties	11,901,370	2,838,694

Source: ADI Definition —*Broadcasting Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Los Angeles achieved mixed results. Unlike most cities, which are handled by one office, the immense area of Los Angeles required the services of seven separate offices. The office responsible for the eastern part of Los Angeles, where Hispanics are most concentrated, was well-staffed, trained and committed to undertaking the best census possible. This office exceeded all expectations for the area, given the problems of poverty, undocumented immigration, and Spanish-language usage. If all offices had done as well, the count of Hispanics would have been extremely accurate.

Other offices, however, met severe problems. Workers in the South Central, West Los Angeles, South Bay, and downtown offices were surprised by the presence of so many non-English-speaking Hispanics in areas where it was believed that the primary population to be enumerated would be Black, Asian, or White. The lack of sufficient bilingual enumerators in these offices delayed the enumeration process and created problems in providing adequate telephone information service, etc. In short, the dispersion of Hispanics of all socioeconomic levels throughout the Los Angeles area made it difficult to focus one or two offices on the effort. Instead, offices in heavily Black, Asian, and White areas found large enclaves of Hispanics and had to adapt their procedures to deal with this situation. In at least three and possibly four areas of Los Angeles, the adaptation to counting Hispanics was slower than desirable (the Wilmington area near Long Beach, the Pacoima-San Fernando area, the El Monte-Rosemead area, and the Echo Park-Elysian Park area). These areas probably have undercount rates two to three times higher than the city as a whole. Fortunately, however, the greatest concentration in East Los Angeles appears to have been adequately counted.

Probable undercount in Los Angeles: 9 percent with a range of 5-15 percent.

LUBBOCK

THE LUBBOCK, TEXAS SMSA*

The Lubbock SMSA consists of Lubbock County. In 1980, the total SMSA population was 211,651. Hispanics totaled 41,428, or 19.6 percent. The Lubbock ADI, defined below, is the 23rd largest U.S. Hispanic market, with a total of 103,539 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE LUBBOCK SMSA

Hispanics have resided in Lubbock since its founding along the cattle-drive trail from West Texas to Kansas City and Wichita. Hispanic cowboys—vaqueros—were the inspiration for much of the lore of the West, and Hispanics played a significant role in the cattle-ranching industry that once was the backbone of the local economy. But as the West Texas economy moved into large-scale cotton farming, Hispanics were largely relegated to employment as stoop labor. Once-settled-out migrant workers moved, or were forced by mechanization in the cotton fields to employment in light industry and the service jobs offered by this agricultural center. Nevertheless, the number of Hispanics in Lubbock grew slowly but steadily—despite ruthless discrimination and open aggression in response to nativist sentiments.

The permanent Hispanic population was restricted to one area of the city until the mid-1960s, when a tornado destroyed more than half the barrio's residential area. That destruction allowed Hispanics to move to new neighborhoods. As a result, Lubbock Hispanics are dispersed into several communities, some of which are very poor and struggling while others consist of second- or third-generation residents with higher levels of education and a middle- or lower-middle-class lifestyle.

While the socioeconomic status of Lubbock Hispanics is not changing rapidly and levels of poverty presently are high, Hispanics are sufficiently integrated into the local economy to fare relatively well as the economy of Lubbock expands and diversifies. Hispanic entrepreneurship has been particularly successful in Lubbock, attracting all segments of consumers, and as the area becomes more Hispanic, it is likely that the relative status of Hispanics will improve.

HISPANIC POPULATION AND GROWTH

The Hispanic population of the Lubbock SMSA is the largest minority group within this area. According to 1980 Census figures, Hispanics numbered 41,428 or 19.6 percent of a total Lubbock SMSA population of 211,651 persons. The other minority groups ranked well behind Hispanics, with Blacks comprising 7.2 percent and Asians and Pacific Islanders, plus Eskimos, Aleuts, and American Indians, together comprising 1.2 percent. A majority of the SMSA's Hispanics reside in the urbanized portions of Lubbock County.

The Hispanic population is the fastest growing population group, compared to Whites and Blacks as

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Lubbock Co.	173,333	81.9	15,338	7.2	629	0.3	1,830	19.6	41,428		211,651	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas)

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

well as the total population.

Of the Lubbock SMSA's Hispanic population, 95.2 percent are of Mexican ancestry, 0.4 percent Puerto Rican, 0.2 percent Cuban, and 4.2 percent of other Spanish ancestry.*

The Hispanics of Lubbock were reported by the Census to be closely split between the White racial group, on the one hand, and the "other races" category. According to the breakout of race for those of Spanish origin, 49.2 percent were White, 50.3 percent were "other races," and 0.5 percent were Black.

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the later is an experimental Census estimate reached after 1985.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

Lubbock	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	195,559	203,500	4.06	211,932	220,713	229,858
Black	15,400	16,500	7.1	17,714	19,017	20,416
Other Races	.....	.....	.....	.....	.....	.....
Hispanic	41,500	47,800	15.3	55,702	64,911	75,642
Total	210,959	220,000	4.29	229,643	239,709	250,216

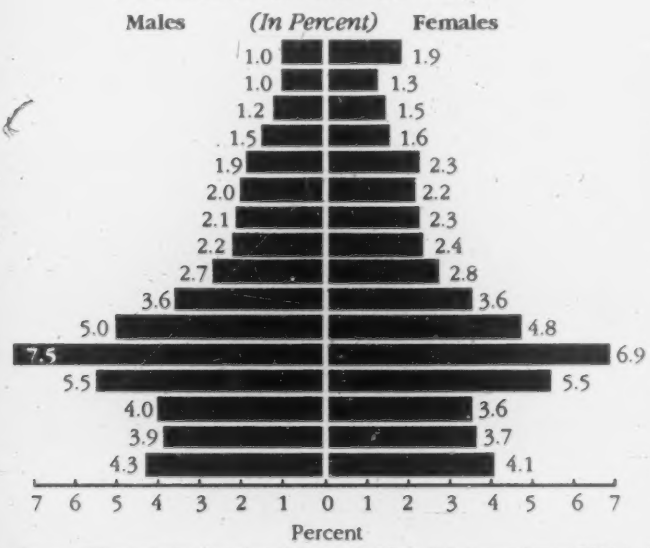
Source: U.S. Census, Current Population Reports. Series P - 25, No. 1040 - RD -1, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985.

AGE AND SEX DISTRIBUTIONS

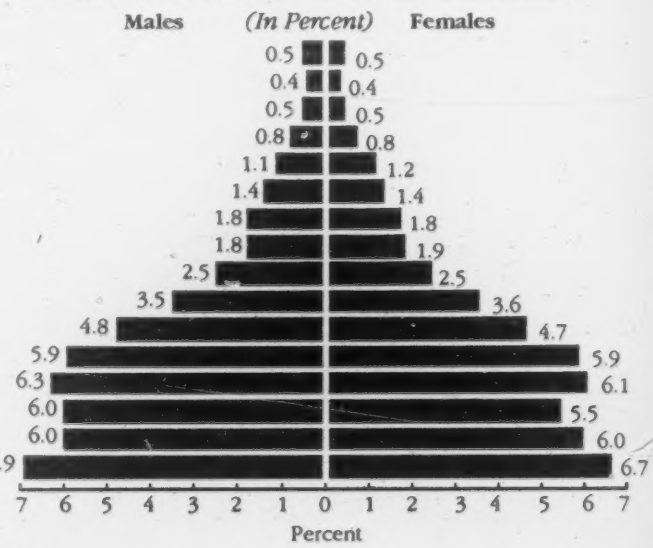
Lubbock's Hispanic population is youthful. Some 58.8 percent of the total SMSA population is under 30, whereas 70.8 percent of the Hispanic population is under 30. These distributions delineate a generally fertile and young population, since Hispanics under 30 represent more than three-fourths of this ethnic segment. These proportions are significant indicators of future population growth.

Percentages of males and females in the total population are 49.4 percent and 50.5 percent, respectively; for Hispanics the percentages are 50.2 percent and 49.5 percent. Some 33.8 percent of the total SMSA population are males, 34 years and under, in contrast to 39.4 percent for the Hispanic population. Some 32.2 percent of the total SMSA population are females, 34 and under, compared to 38.5 percent for the Hispanic population.

211,651
TOTAL SMSA POPULATION



41,428
HISPANIC POPULATION IN THE SMSA



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1 - B45 (Texas)
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Lubbock enjoys a stable economy, undergirded by healthy manufacturing, trade, service, and government sectors. Income in Lubbock goes a long way because of its consistently lower cost of living. This is particularly true for housing costs, which are the lowest in the state. Yet the portion of the Hispanic population living below the poverty line—26.7 percent—is high, exceeding the national average for Hispanics.

The median family income for Lubbock's Hispanics was $13,051; the mean income was $14,772.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,476	$20,130	11.3%
Blacks	$14,109	$12,248	31.0%
American Indians, Eskimos, and Aleuts	$20,968	$17,062	21.0%
Asians and Pacific Islanders	$22,650	$15,429	19.1%
Hispanics	$14,772	$13,051	26.7%
Total Population	$22,895	$18,744	14.3%

Source: U.S. Census Reports PHC80-S2-45 (Texas) and PC80-1-C45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Educational attainment is generally low for Lubbock's Hispanics. Some 57.4 percent of the Lubbock Hispanic community, aged 25 and over, has an eighth-grade education or less, and 12.3 percent have completed only 1-3 years of high school. Some 17.8 percent have completed high school. Few attend college; only 4.2 percent have completed four or more years of college.

Lubbock Hispanics' educational attainment, in fact, is lower than that of Hispanics nationwide. Approximately one-fifth of the area's Hispanics have completed high school. The same pattern appears with respect to college education.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	12,856	14.0	2,055	30.2	NA		149	14.2	9,241	57.4	19,695	18.2
1-3 Yrs. High School	13,836	15.0	1,612	23.7	---		44	4.2	1,972	12.3	16,573	15.4
4 Yrs. High School	27,197	30.0	1,584	23.3	---		140	13.4	2,868	17.8	30,369	28.1
1-3 Yrs. College	17,752	19.3	1,103	16.2	---		165	15.8	1,346	8.4	19,647	18.2
4 or More Yrs. College	20,346	22.1	454	6.7	---		548	52.4	669	4.2	21,665	20.1
Totals	91,987	100.0	6,808	100.1	---		1,046	100.0	16,096	100.0	107,949	100.0

NA - Information not given in pubished Census Bureau report.

Source: CTI aggregations of data drawn from PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

A large proportion (18.0 percent) of Lubbock's population speaks Spanish at home, and a majority of these Spanish speakers are bilingual.

Eighty percent of the population speak only English at home, and two percent speak neither English nor Spanish at home.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	30,981	71.0	124,233	82.6	155,214	80.0
Speak Spanish at Home	11,948	27.4	22,941	15.3	34,889	18.0
Speak Other Language at Home	684	1.6	3,190	2.1	3,874	2.0
Totals	43,613	100.0	150,364	100.0	193,977	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas).

THE LUBBOCK ADI

The Lubbock Area of Dominant Influence (ADI) consists of the 20 counties shown below and has a total population of 419,667, of which 103,539 or 24.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
De Baca, NM	2,454	759
Roosevelt, NM	15,695	3,378
Bailey, TX	8,168	2,770
Borden, TX	859	127
Cochran, TX	4,825	1,679
Crosby, TX	8,859	3,279
Dawson, TX	16,184	6,098
Dickens, TX	3,539	587
Floyd, TX	9,834	3,333
Garza, TX	5,336	1,298
Hale, TX	37,592	12,683
Hockley	23,230	6,279
Kent, TX	1,145	89
Lamb, TX	18,669	5,673
Lubbock, TX	211,651	41,428
Lynn, TX	8,605	3,264
Motley, TX	1,950	154
Scurry, TX	18,192	3,399
Terry, TX	14,581	4,956
Yoakum, TX	8,299	2,306
Totals 20 Counties	419,667	103,539

Source: ADI definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Reports PC80-1-B45 (Texas) and PL80-1-B33 (New Mexico).

ACCURACY OF THE LOCAL CENSUS

The undercount in Lubbock was moderately high. The local Census office failed to mount an extensive outreach to the community, and its staffing was dominated by non-Hispanics–many of whom held negative views about the Hispanic community. The tornado which hit Lubbock some years ago had destroyed a major part of the barrio, thus dispersing the Hispanic population and making more difficult the targeting of Hispanics.

Estimated undercount: 9 percent.

McALLEN

THE McALLEN, TEXAS SMSA*

The McAllen SMSA consists of Hidalgo County. In 1980 the total SMSA population was 283,229. Hispanics totaled 230,212, or 81.3 percent. The McAllen ADI, defined below, is the eighth largest U.S. Hispanic market, with a total of 432,343 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE McALLEN SMSA

Located in the heart of the South Texas region, McAllen is overwhelmingly Hispanic. As a result it is quite different from other markets where Hispanics live in a concentrated barrio area. In McAllen the ethnic enclave is Anglo; several concentrations exist within the city with others located in suburban villages for Anglo retirees from Midwestern states.

South Texas is a Mexican cultural area, and McAllen must be viewed as a metropolitan center for this region: It is, first of all, a service center for the agricultural business which envelopes the city and, secondly, it is a distribution center for produce imported from Mexico. It is also a center of Hispanic political organization.

In its commercial role, McAllen has grown in importance with the increased importation of Mexican produce and the advent of year-round farming made possible by the temperate weather and high water table for irrigation. As a cultural and political center, McAllen's political organizations are Hispanic dominated, as is its electorate. This area has been represented in Congress and in the state legislature by Hispanics for decades and has served as a training ground for Hispanic attorneys, public officials, judges, city managers, and many other professional and managerial occupations. There is almost no private or public arena, with the exception of corporate ownership of agribusiness, which has not been permeated by the Hispanic influence in Hidalgo County.

Socioeconomically, the McAllen SMSA has registered advancements in the past decade despite the fact that South Texas is generally considered to be an area of structural poverty. Undoubtedly, this is partly due to its proximity to the U.S.-Mexican border. Mexican immigration to the region has been a source of population growth for centuries and continues to be so to this day.

A recent push to attract industry to the area has been only marginally successful. With so much available labor just across the border, wages remain low.

HISPANIC POPULATION AND GROWTH

McAllen is located in the region of South Texas which is known as a home base and staging area for migrant workers. Many Hispanics travel from McAllen in search of seasonal agriculture employment to the Midwestern states and service sector jobs in other Texas cities. Hispanics are the numerically dominant group in the SMSA. Between 1970 and 1980 their population grew by an impressive 75 percent. It is projected that the Hispanic population in 2000 will total 526,857. As might be expected, fully 96.4 percent of the Hispanics in the SMSA are of Mexican ancestry; 3.4 percent are of other Spanish* ancestry.

The Hispanics of the McAllen SMSA were reported by the Census to be concentrated within the White racial group (81.2 percent).

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Hildago Co. Totals	238,621	84.3	544	0.2	271	0.1	419	0.1	230,212	81.3	283,229	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

POPULATION GROWTH PROJECTIONS

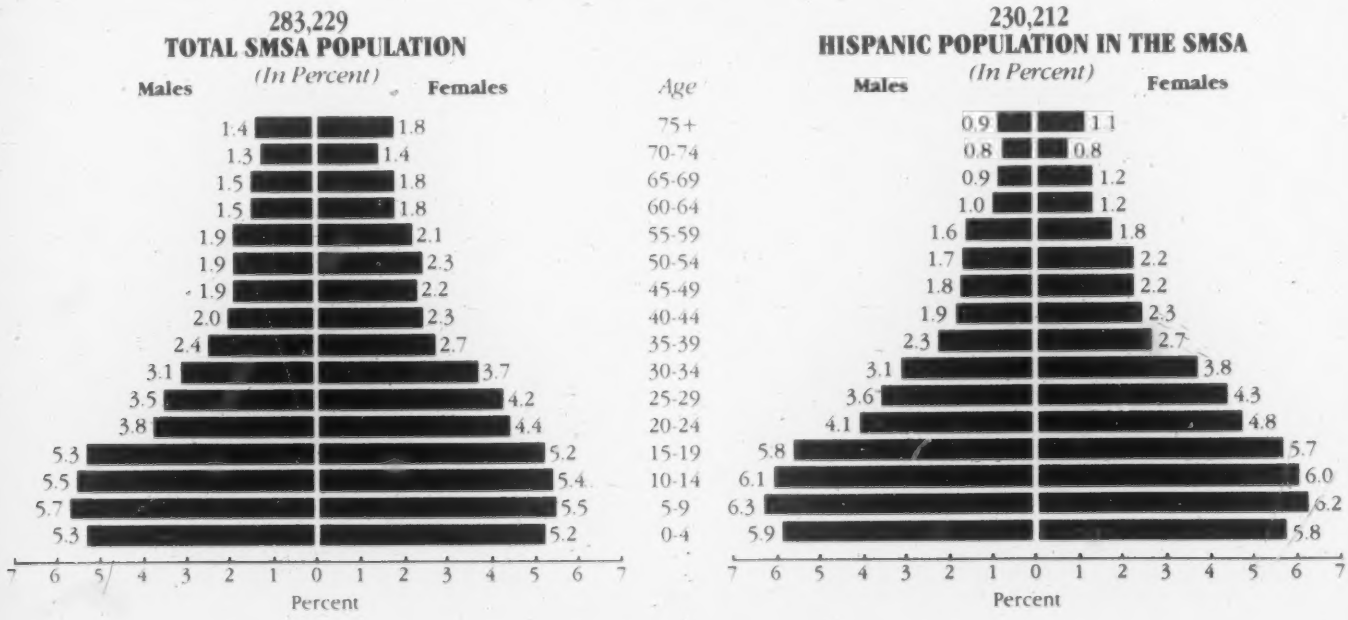
McAllen	Census 1980	Estimate 1985	% Growth 80-85	Pro-jection 1990	Pro-jection 1995	Pro-jection 2000
White	.....	.....	.....	.....	.....	.....
Black	.....	.....	.....	.....	.....	.....
Other Races	.....	.....	.....	.....	.....	.....
Hispanic	232,000	280,600	21.0	346,170	427,062	526,857
Total	283,272	338,480	19.5	411,317	499,828	607,386

Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic population of McAllen is youthful. The slight decrease in the youngest age group is probably due more to the out-migration of young children (with their parents) than to decreased fertility. The pyramid for the total population is not particularly instructive for comparison purposes, since Hispanics compose 80 percent of the total population. It is clear, however, that the elderly population segment is much larger in the total population than it is in the Hispanic population. This suggests an unusual SMSA mixture of adult and elderly Whites and youthful Hispanics.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The income levels of almost all population subgroups in McAllen are low, compared to the state and national levels of those subgroups. Only the Black population fares better in McAllen than it does nationally. The range between the highest and lowest median family incomes is narrow, and the levels of poverty are high for all groups. Due to lack of an industrial base, a dependence on the seasonal agricultural sector, and the lower wage scales characteristic of border areas, McAllen is an area generally characterized by lower socioeconomic levels.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$16,443	$12,443	34.1%
Blacks	$15,778	$15,592	32.5%
American Indians, Eskimos, and Aleuts	$17,024	$13,229	28.4%
Asians and Pacific Islanders	—	—	26.0%
Hispanics	$13,073	$10,418	40.9%
Total Population	$15,920	$12,083	35.2%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Consistent with their lower income levels, the educational levels of Hispanics are among the lowest found anywhere in the United States. The 14.3 percent of highly educated Hispanics is due to the white collar and managerial positions in local and county government, public schools, etc. held by Hispanics. However, the vast majority is found at the lower end of the spectrum; 62.9 percent possess only 0-8 years of elementary school education, and over 70 percent of all Hispanics have less than a high school education.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	55,625	46.7	101	35.3	60	23.0	45	17.3	62,892	62.9	67,689	49.0
1-3 Yrs. High School	12,097	10.2	46	16.1	49	18.8	20	7.7	8,243	8.2	13,650	9.9
4 Yrs. High School	23,533	19.8	46	16.1	64	24.5	91	35.0	14,576	14.6	26,075	18.9
1-3 Yrs. College	14,348	12.1	11	3.8	41	15.7	31	11.9	8,127	8.1	15,759	11.4
4 or More Yrs. College	13,462	11.3	82	28.7	47	18.0	73	28.1	6,154	6.2	14,845	10.8
Totals	119,065	100.1	286	100.0	261	100.0	260	100.0	99,992	100.0	138,018	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Spanish is the dominant language of the McAllen SMSA, where over four times as many residents speak Spanish at home as those who speak English. Half the area's residents are estimated to be bilingual. Given McAllen's proximity to the border, it is not surprising that it remains one of the largest Spanish-speaking population centers of the nation.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	9,601	11.8	40,140	23.5	49,741	19.6
Speak Spanish at Home	71,510	88.0	130,635	76.0	202,145	79.8
Speak Other Language at Home	148	0.2	1,199	0.7	1,347	0.6
Totals	81,299	100.0	172,037	100.0	253,336	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas)

THE McALLEN ADI

The McAllen Area of Dominant Influence (ADI) consists of the four counties shown below and has a total population of 537,717, of which 432,343 or 80.4 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Cameron	209,727	161,654
Hidalgo	283,229	230,212
Starr	27,266	26,428
Willacy	17,495	14,049
Totals: 4 Counties	537,717	432,343

Source: ADI Definition — *Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Report PC80-1-B45 (Texas).

ACCURACY OF THE LOCAL CENSUS

The Census effort in McAllen was about average. McAllen represents one of those areas faced with problems in enumeration due to the presence of migrant workers, who began to join the migrant stream during the census period, and the presence of undocumented workers who did not wish to be identified. While the effort was reasonably well undertaken, these circumstances were difficult to overcome. The two problems most often noted were the lack of locally adaptable counting procedures and confusion regarding the race and ethnic classifications. Nonetheless, the final results do not appear to have deviated greatly from the expected results.

Probable undercount of Hispanics in McAllen: 8 percent.

MIAMI

THE MIAMI, FLORIDA SMSA*

The Miami SMSA consists of Dade County. In 1980 the total SMSA population was 1,625,781. Hispanics totaled 580,994, or 35.7 percent. The Miami ADI, defined below, is the sixth largest U.S. Hispanic market, with a total of 628,468 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE MIAMI SMSA

Miami has been revitalized both economically and culturally as a result, in part, of the Cuban migration into South Florida. Miami had always had a small Cuban population because of the numerous ties between the shipping and fishing industries of Cuba and the United States. After Fidel Castro's rise to power, the resultant massive immigration brought to the area the overwhelming majority of Cuba's merchants and professionals, among others. They arrived in South Florida with few assets, but with a common sense of survival and many of their personal and business networks at least partially intact. The greatest problem was the lack of English language ability, and only those few who knew some English were able to overcome rapidly the shock of displacement.

Fortunately, Cuban refugees were able to take advantage of refugee assistance, which included housing subsidies, vocational training, English language classes, and grants for relocation. However, upon completion of English language classes, many Cubans found that only menial jobs were readily available, which they accepted for lack of alternatives.

Dissatisfied with this situation, Cuban merchants and businessmen set out to establish their own economic base. Using old networks and government programs, they diversified the Miami economy in real estate, banking, communications, professional services, and general commerce. It is a success story of which Cubans can be justifiably proud.

The Cubans who arrived in Miami were largely an urban and well-educated population. Being better educated, they quickly outpaced the Blacks, Puerto Ricans, and Mexican Americans in the area. Cubans also, however, appeared to threaten the local and largely retired White community, producing a backlash. But Cubans are now moving from traditional Cuban neighborhoods into suburbia and into new neighborhoods where few Cubans lived five or 10 years ago.

There are now three groups of Cubans residing in Miami. The original migrants from the 1960s today are middle-aged to elderly and represent the spine of the Cuban community. This is the successful and industrious class that has remade Miami into an image of its homeland. This group tends to be politically conservative and continues to have strong images of Cuba. The second group represents their children whose Cuban identity has been Americanized through the school system, English language media, and everyday life. Because of the educational background of their parents, this group could become the best-educated Hispanic group in the United States; it represents a potentially powerful middle class. However, the members of this group have had no direct contact with their parents' homeland, and it is likely that their attitudes regarding Cuba are less intense than those of the previous generation. The third group are the Mariel entrants. Arriving in 1980, they comprise both emigres who wish to leave Cuba and others pressured by the Cuban government. These immigrants have spent much of their lives living under a separate governmental system. The integration of this cohort has progressed more slowly than earlier groups.

Today, Miami is the center of much of the international commerce linking Latin America to the United States. It is the center of the Cuban presence in the United States and is also one of the urban areas most influenced by a broad spectrum of Latin American cultures.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Dade Co. Totals:	1,262,275	77.6	280,434	17.2	1,727	0.1	12,264	0.8	580,994	35.7	1,625,781	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B11 (Florida).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussions.

Hispanics are by far the largest ethnic group in the Miami metropolitan area. In 1980 the Hispanic population was roughly double the Black population. As the *Growth Projections* table indicates, Hispanics remain a rapidly increasing segment. Growth has been sustained by migration from Puerto Rico and immigration from Central and South America. U.S. Census estimates that the 1985 Hispanic population was 815,300. It is projected that the Hispanic population will be 2,005,315 by 2000.

In 1980 the Hispanic population of the Miami SMSA was primarily of Cuban ancestry (70.1 percent). New migration and immigration will undoubtedly increase the other groups.

The Hispanics of the Miami SMSA were reported by the Census to be concentrated within the White racial group (87.4 percent).

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

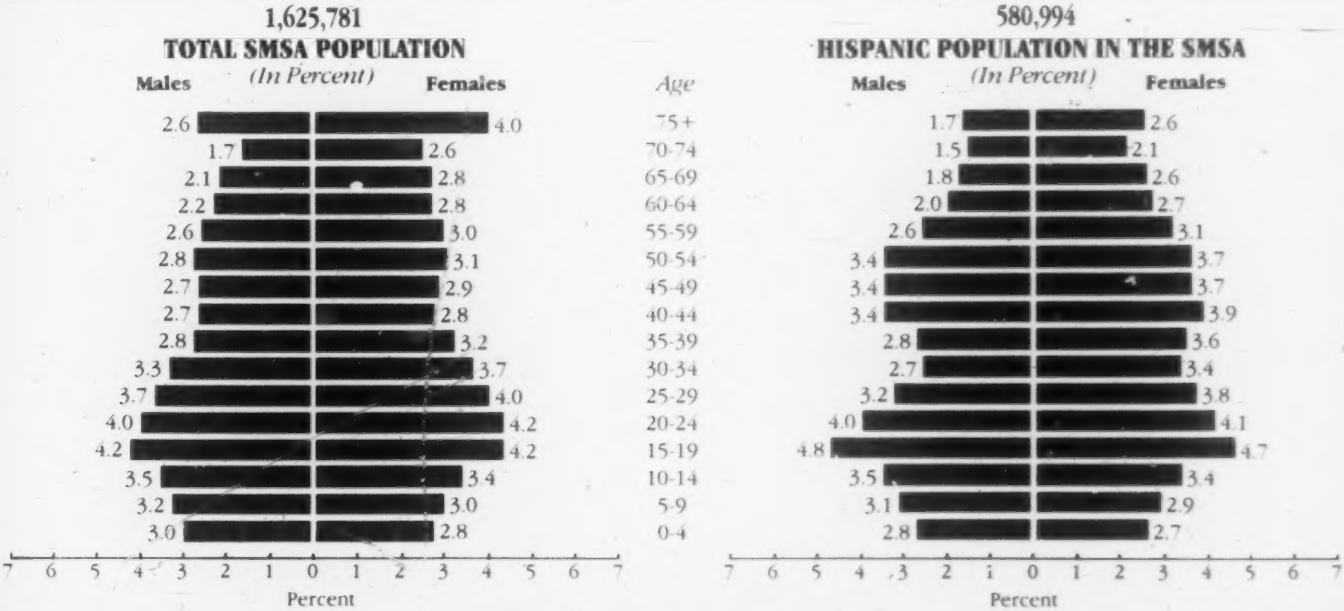
POPULATION GROWTH PROJECTIONS

Miami	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	2,215,852	2,399,359	8.28	2,606,482	2,831,485	3,075,911
Black	399,300	492,500	23.3	621,101	784,066	989,790
Other Races	23,700	35,700	50.3	59,036	97,626	161,442
Hispanic	627,100	815,300	30.0	1,100,540	1,485,574	2,005,315
Total	2,638,852	2,927,559	10.94	3,266,010	3,643,588	4,064,818

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B11 (Florida)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

Unlike the usual age pyramids for Hispanics which have a skyscraper or Christmas tree appearance, the pyramid for Hispanics in Miami is unique. It reflects an adult population, with a significant proportion of elderly persons. The bulges in the pyramid indicate the waves of immigration experienced locally. In Miami, the Hispanic population is more like the total population in age distribution than is the case in the other major U.S. Hispanic markets.

INCOME

Hispanic income levels are fairly high with a rather broad range, shown by the difference between the median and mean income levels. Both mean and median family income levels for Hispanics are significantly higher than for the second largest ethnic group (Blacks). The percentage of Hispanics below the poverty level is only slightly higher than for the total population. Mean family income figures are undoubtedly reduced by the relatively higher proportion of elderly persons living in the Miami SMSA.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$25,739	$20,338	11.1%
Blacks	$16,203	$12,792	29.5%
American Indians, Eskimos, and Aleuts	$24,973	$19,844	17.7%
Asians and Pacific Islanders	$24,374	$18,832	15.1%
Hispanics	$20,329	$16,359	16.9%
Total Population	$23,846	$18,718	15.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-11 (Florida).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Miami has one of the nation's highest proportions of highly educated Hispanics (28 percent). Coupled with a lower proportion of persons with less than a high school education, Miami has a well-educated base from which to propel Hispanics into the upper levels of the occupational strata. In percentage terms, almost as many Hispanics have completed at least one year of college as have members of the total population.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	181,629	21.2	40,704	29.4	171	14.4	1,432	16.7	135,131	36.4	244,258	23.3
1-3 Yrs. High School	97,983	11.5	29,391	21.2	193	16.3	896	10.5	37,162	10.0	133,239	12.7
4 Yrs. High School	268,063	31.3	37,765	27.3	423	35.7	2,451	28.6	95,803	25.7	319,136	30.4
1-3 Yrs. College	150,590	17.6	19,026	13.7	226	19.1	1,287	15.0	52,794	14.2	176,133	16.8
4 or More Yrs. College	157,364	18.4	11,519	8.3	173	14.6	2,491	29.1	50,407	13.6	175,795	16.8
Totals	855,629	100.0	138,405	99.9	1,186	100.1	8,557	99.9	370,797	99.9	1,048,561	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-11 (Florida).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Virtually all Hispanics in Miami speak Spanish at home, but the majority are bilingual. Miami is one of the nation's most bilingual metropolitan centers where relatively significant numbers of non-Hispanics speak Spanish.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	172,314	58.2	703,793	56.9	876,107	57.2
Speak Spanish at Home	114,068	38.5	442,022	35.8	556,090	36.3
Speak Other Language at Home	9,592	3.3	90,447	7.3	100,039	6.5
Totals	296,024	100.0	1,236,262	100.0	1,532,286	100.0

Source: U.S. Census Report PHC80-S2-11 (Florida)

THE MIAMI ADI

The Miami Area of Dominant Influence (ADI) consists of the three counties shown below and has a total population of 2,707,169, of which 628,468 or 23.2 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Broward	1,018,200	40,315
Dade	1,625,781	580,994
Monroe	63,188	7,159
Totals 3 Counties	2,707,169	628,468

Source: ADI Definition —*Broadcasting Cablecasting Yearbook*, 1985, Storer Communications; Population, from U.S. Census Report PC80-1-B11 (Florida).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Miami was average. What began as an excellent effort was troubled by events beyond the control of the Census office. Local officials and Census employees cooperated in preparing and launching the census. However, a month into the effort, a local police incident resulted in a week-long public disturbance in the Northwest area of Miami. While the location of the disturbance hurt the enumeration of the Black population more than that of Hispanics, this incident created tension and morale problems in the Census offices. Enumerators became concerned about their safety. One Census office was located on the edge of Liberty City, and several top supervisors and enumerators asked to be transferred to other offices.

The probable undercount of Hispanics in Miami was about 5 percent.

NEW YORK

THE NEW YORK, NEW YORK SMSA*

The New York SMSA consists of Bergen County in New Jersey, and Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, and Westchester Counties in New York. In 1980 the total SMSA population was 9,120,346. Hispanics totaled 1,493,148, or 16.4 percent. The New York ADI, defined below, is the second largest U.S. Hispanic market, with a total of 2,063,007 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE NEW YORK SMSA

New York's Hispanics are diplomats, publishers, film makers, transit workers, bell hops, medical students, janitors. In short, New York Hispanics are found throughout the full socioeconomic spectrum.

Although Hispanics first arrived in New York many decades ago, the city continues to be a major port of entry for Hispanics. Significant numbers of Puerto Ricans—American citizens by birth—have arrived in the city since World War II; for many, the New York job market is preferred to Puerto Rico's staggering unemployment rates, and New York's schools, colleges, and universities bring others.

For Puerto Ricans, the first concentrated areas of residence in New York were East Harlem, the Lower East Side in Manhattan, and neighborhoods near the docks in Brooklyn. In time, the South Bronx would grow to be New York's largest Puerto Rican community, which now also has the dubious distinction of containing the nation's least affluent congressional district.

Today, while Puerto Ricans are still the predominant Hispanic group, it is the non-Puerto Rican Hispanic population which has been growing most rapidly. Large numbers of Cubans, Peruvians, Ecuadorians, and especially Dominicans and Colombians now live in the city. The largest Dominican communities are in the Washington Heights and Upper West Side areas of Manhattan, as well as in the Corona area of Queens. Colombian and other South American communities can be found in the Jackson Heights and surrounding neighborhoods in Queens. Cubans live in a variety of neighborhoods, but particularly in Manhattan and Queens, while Central Americans tend to live in Manhattan and Brooklyn. Unlike Hispanics in other metropolitan areas, only about 6 percent of the New York metropolitan area's Hispanics live in the suburbs.

The various Hispanic groups differ in socioeconomic status. Puerto Ricans and Dominicans have a relatively low status in education and occupation, although there is a sizable jump in occupational status between first and second generation Dominicans. New York's other Hispanics, South and Central Americans and Cubans, rank relatively high in educational and occupational status. Many of these Hispanics, however, come from middle and upper-middle class backgrounds in their native countries, and often experience some downward mobility upon entering this country.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Total Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Bergen Co. (NJ)	784,834	92.8	33,043	3.9	706	0.1	19,723	2.3	28,514	3.4	845,385	9.3
Bronx Co.	554,046	47.4	371,926	31.8	2,409	0.2	15,163	1.3	396,353	33.9	1,168,972	12.8
Kings Co.	1,249,486	56.0	722,812	32.4	3,182	0.2	42,965	1.9	392,118	17.6	2,230,936	24.5
New York Co.	841,204	58.9	309,854	21.7	3,036	0.2	72,884	5.1	336,247	23.5	1,428,285	15.7
Putnam Co.	76,091	98.6	417	0.5	34	0.0	389	0.5	1,272	1.6	77,193	0.8
Queens Co.	1,335,805	70.6	354,129	18.7	2,814	0.1	93,780	10.5	262,422	13.9	1,891,325	20.7
Richmond Co.	313,534	89.0	25,616	7.3	383	0.1	6,709	1.9	18,884	5.4	352,121	3.9
Rockland Co.	232,666	89.6	18,016	6.9	556	0.2	4,301	1.7	11,772	4.5	259,530	2.8
Westchester Co.	729,831	84.2	104,815	12.1	722	0.1	15,126	1.7	45,566	5.3	866,599	9.5
Totals	6,117,497	67.1	1,940,628	21.3	13,842	0.2	271,040	4.1	1,493,148	16.4	9,120,346	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B34 (New York).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The Hispanics living in the New York SMSA are concentrated in Bronx, Kings, New York and Queens Counties. After Blacks, Hispanics are the second largest minority.

The overall New York population has begun to decrease but Hispanics continue to increase at a rate that is double that of Blacks. It is estimated by the Census that the Hispanic population in 1985 was 2,345,600. It is projected that the Hispanic population will reach 3, 645,673 by the year 2000.

In 1980 the majority (59.8 percent) of the New York SMSA's Hispanic population was Puerto Rican. Increased immigration from Central and South America over the last decade has decreased the Puerto Rican majority. The 1990 Census may show that Puerto Ricans no longer hold the majority position. The Hispanics of the New York SMSA were reported by the Census to be concentrated within the "other races" category (47.6 percent); 46.1 percent and 6.3 percent were reported within the White and Black racial groups respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

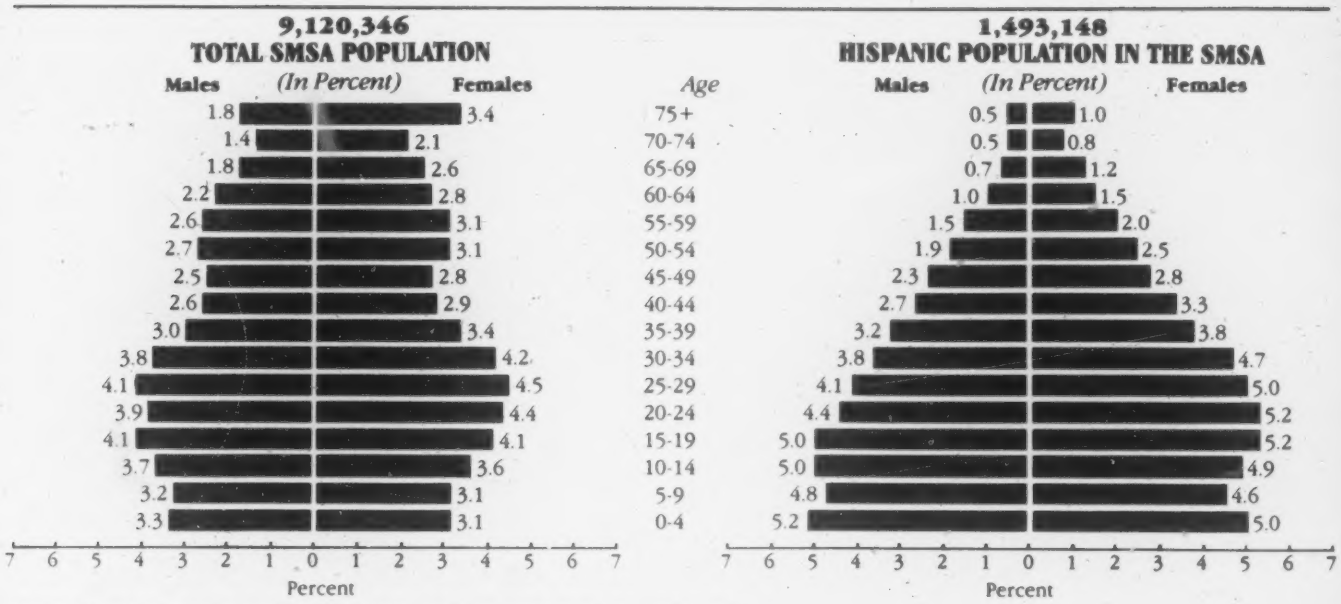
New York	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	13,926,775	13,914,765	-0.09	13,902,771	13,890,264	13,877,768
Black	2,941,200	3,201,200	8.8	3,495,672	3,817,232	4,168,372
Other Races	429,800	603,600	40.4	904,074	1,354,126	2,028,215
Hispanic	2,045,100	2,345,600	14.7	2,717,035	3,147,288	3,645,673
Total	17,297,775	17,719,565	2.44	18,157,240	18,605,726	19,065,289

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic population of the New York SMSA is youthful. This is due to the greater fertility of Hispanics as well as continued immigration from the Caribbean and Latin America which has particularly increased the number of those aged 10-24. Moreover, in the past decade or so, there has been a return migration of older Puerto Ricans to the island, while the intermittent movement of young Puerto Rican adults from the island to the mainland has continued, due to employment and family concerns. Relative to the total population of the SMSA, the youthfulness of the Hispanic population is particularly striking in the under-25 age groups; 49.3 percent of all Hispanics in the SMSA are under 25, compared to 36.5 percent of the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B34 (New York)
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Given the higher cost of living in the New York metropolitan area, Hispanic income levels are tragically low. With a mean family income of $13,520 in 1979, Hispanics were by far the least well-off economically. Not surprisingly, the percentage of Hispanics found to be below the poverty level in 1979 was more than double that of the total population and nearly four times the level of Whites. Income levels of New York Hispanics are significantly behind income levels of their group nationally.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$27,471	$23,208	10.8%
Blacks	$16,505	$12,407	28.6%
American Indians, Eskimos, and Aleuts	$16,622	$13,077	25.8%
Asians and Pacific Islanders	$21,832	$18,024	16.1%
Hispanics	$13,520	$10,347	39.3%
Total Population	$23,882	$19,794	17.4%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-34 (New York)
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

As in other cities, about 17 percent of the Hispanic population has some college education, close to the national average for Hispanics. On the other hand, the vast majority (about 60 percent, slightly higher than the national average) has less than a high school education. Thus, only a few appear to have the education to break into the

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	823,895	19.6	214,879	20.2	1,837	20.5	39,737	22.5	298,931	39.3	1,227,828	21.2
1-3 Yrs. High School	570,046	13.5	230,188	21.6	1,899	21.2	14,776	8.4	151,400	19.9	887,339	15.3
4 Yrs. High School	1,324,650	31.5	369,161	34.7	2,541	28.3	32,617	18.4	184,855	24.3	1,800,487	31.1
1-3 Yrs. College	552,934	13.1	157,176	14.8	1,616	18.0	23,008	13.0	76,421	10.1	762,252	13.2
4 or More Yrs. College	935,477	22.2	93,907	8.8	1,079	12.0	66,678	37.7	48,693	6.4	1,111,148	19.2
Totals	4,207,002	99.9	1,065,311	100.1	8,972	100.0	176,816	100.0	760,300	100.0	5,789,054	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-34 (New York)
Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

white collar occupations where wages are relatively high. Overall, the Hispanics of New York lag behind the other population subgroups and the total population in terms of educational attainment.

THE USE OF SPANISH LANGUAGE

Most Hispanics in New York speak Spanish at home, though it is estimated that two-thirds speak English well. Monolingual Spanish speakers are concentrated in the over-18 group—largely persons who are newly arrived or those who came to New York when they were over 50.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	1,183,994	69.3	4,692,668	68.7	5,876,662	68.8
Speak Spanish at Home	342,577	20.0	931,904	13.6	1,274,481	14.9
Speak Other Language at Home	182,196	10.7	1,210,350	17.7	1,392,546	16.3
Totals	124,017	100.0	6,834,922	100.0	8,543,689	100.0

Source: U.S. Census Report PHC80-S2-34 (New York)

THE NEW YORK ADI

The New York Area of Dominant Influence (ADI) consists of the 28 counties shown below and has a total population of 17,898,654, of which 2,063,007 or 11.5 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Fairfield CT	807,143	45,112
Bergen NJ	845,385	28,514
Essex NJ	851,116	76,584
Hudson NJ	556,972	145,163
Hunterdon NJ	87,361	908
Middlesex NJ	595,893	34,138
Monmouth NJ	503,173	12,915
Morris NJ	407,630	10,952
Ocean NJ	346,038	8,444
Passaic NJ	447,585	62,123
Somerset NJ	203,129	4,080
Sussex NJ	116,119	1,764
Union NJ	504,094	40,756
Bronx NY	1,168,972	396,353
Dutchess NY	245,055	5,853
Kings NY	2,230,936	392,118
Nassau NY	1,321,582	43,286
New York NY	1,428,285	336,247
Orange NY	259,603	11,260
Putnam NY	77,193	1,272
Queens NY	1,891,325	262,422
Richmond NY	352,121	18,884
Rockland NY	259,530	11,772
Suffolk NY	1,284,231	58,689
Sullivan NY	65,155	2,656
Ulster NY	158,158	4,931
Westchester NY	866,599	45,566
Pike PA	18,271	245
Totals: 28 Counties	17,898,654	2,063,007

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1985, Storer Communications. Population from U.S. Census Reports PC 80-1 B34 (New York), PC80-1-B8 (Connecticut), PC80-1-B32 (New Jersey), and PC80-1-B40 (Pennsylvania).

ACCURACY OF THE LOCAL CENSUS

The Census effort in New York was mixed. Like other major metropolitan areas of the country, the responsibility for enumeration was spread among several Census offices. The New York Census offices encountered many difficulties, particularly in the South Bronx, some parts of Brooklyn, and also parts of Queens and Harlem. In each case, the problems were distinct and the ethnic composition differently mixed. The individual offices involved therefore adapted differently. It is not easy to quantify these distinct efforts, but three factors cannot be overlooked. First, the New York situation was one of the most difficult, but had one of the least able staffs. Secondly, a fire in one office destroyed all the forms at the end of the Census period. Immediately, an effort was launched to re-enumerate the area affected, but the second effort was undertaken in only three weeks. Finally, there were never sufficient numbers of bilingual enumerators.

Probable undercount of Hispanics in New York: 11 percent with a range from seven to 18 percent.

PHILADELPHIA

THE PHILADELPHIA, PENNSYLVANIA SMSA*

The Philadelphia SMSA consists of Burlington, Camden, and Gloucester Counties in New Jersey, and Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties in Pennsylvania. In 1980 the total SMSA population was 4,716,818. Hispanics totaled 116,280, or 2.5 percent. The Philadelphia ADI, defined below, is the 18th largest U.S. Hispanic market, with a total of 182,620 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE PHILADELPHIA SMSA

To some, the City of Philadelphia appears to be an unlikely place to find Hispanics. However, persons of Hispanic origin have lived in eastern Pennsylvania since the early part of the century when the demand for labor in the steel and iron industry attracted Hispanic migration to the area.

The Hispanic steel workers in Bethlehem, Allentown, Reading and Pottstown, many of whom were of Mexican origin, found highly paid (and highly dangerous) jobs which provided them with relatively stable economic status. Over time, many of the children of these steel workers began to migrate to Philadelphia where the job structure was more varied. These longer-term residents of the area merged with the newer Puerto Rican arrivals, many of whom found Philadelphia a more centralized location for the East Coast stream of migrant laborers of which they were a part.

While there are a couple of identifiable Hispanic neighborhoods, generally speaking the Hispanic population is dispersed.

By a considerable margin, Hispanics in the area are more economically deprived than Hispanics in most other markets; only the McAllen and New York areas have higher percentages of Hispanics below the poverty level.

HISPANIC POPULATION AND GROWTH

Hispanics comprise a small but growing population in the Philadelphia region. What was first a spillover from the New York metropolitan area has developed into a stable population base. At a time when overall growth of the city has stabilized, Hispanic population growth is strong. The Census estimates that the Hispanic population was 162,200 in 1985. It is projected to reach 259,778 by the year 2000. The majority of Philadelphia's Hispanics is Puerto Rican (68.4 percent). Those of Mexican (7.3 percent), Cuban (4.0 percent), and other Spanish

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Burlington Co. NJ	306,987	84.7	45,471	12.5	516	0.1	4,513	1.2	8,658	2.4	362,542	7.7
Camden Co. NJ	383,245	81.3	67,232	14.3	549	0.1	5,036	1.1	20,626	4.4	471,650	10.0
Gloucester Co. NJ	180,281	90.2	16,936	8.5	303	0.2	1,052	0.5	2,407	1.2	199,917	4.2
Bucks Co. PA	460,493	96.1	11,950	2.5	499	0.1	3,572	0.7	5,684	1.2	479,211	10.2
Chester Co. PA	288,302	91.0	23,085	7.3	263	0.1	1,787	0.6	5,738	1.8	316,660	6.7
Delaware Co. PA	498,447	89.8	49,989	9.0	379	0.1	4,220	0.8	4,206	0.8	555,007	11.8
Montgomery Co. PA	602,543	93.6	30,864	4.8	486	0.1	7,438	1.2	5,391	0.8	643,621	13.6
Philadelphia Co. PA	983,084	58.2	638,878	37.8	2,325	0.1	17,764	1.1	63,570	3.8	1,688,210	35.8
Totals	3,703,382	78.5	884,405	18.8	5,320	0.1	45,382	1.0	116,280	2.5	4,716,818	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B40 (Pennsylvania).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

(20.2 percent) ancestry comprise the remainder of the Hispanic population.

The Hispanics of the Philadelphia SMSA were reported by the Census to be most concentrated within the "other races" group (54.9 percent); 38.0 percent and 7.1 percent were reported within the White and Black racial groups respectively.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

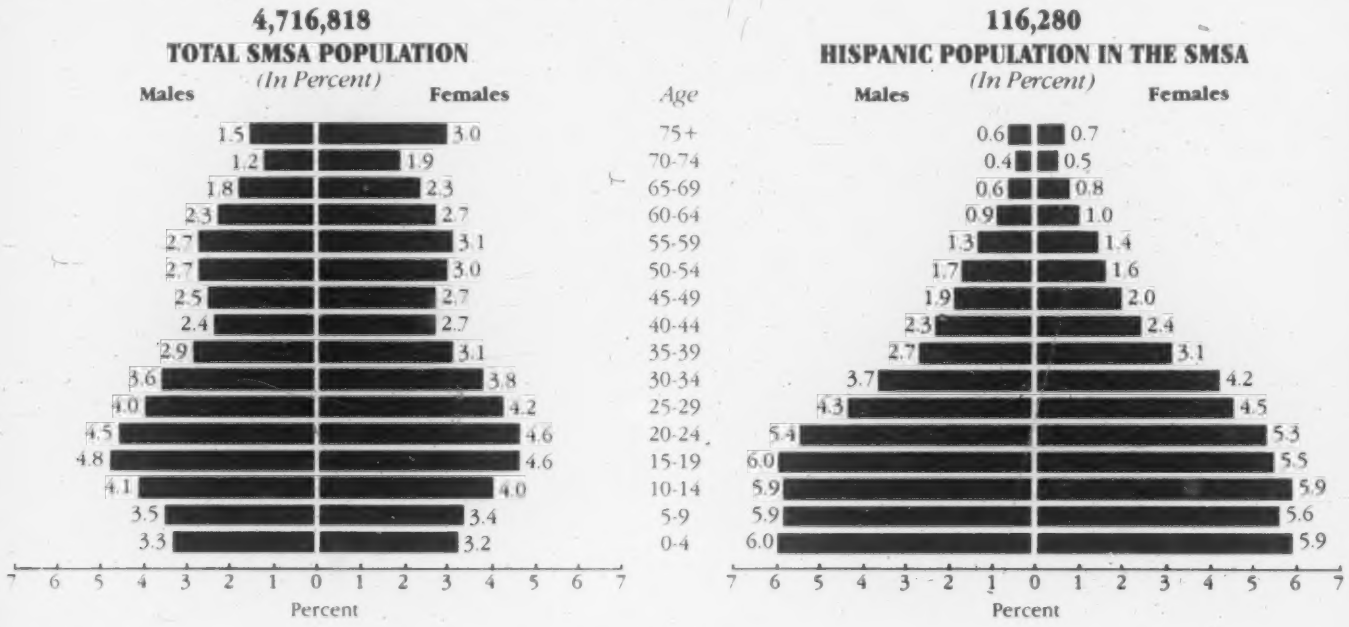
Philadelphia	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	4,583,377	4,614,194	0.67	4,645,213	4,676,440	4,707,877
Black	1,044,400	1,108,800	6.2	1,179,721	1,255,179	1,335,463
Other Races	68,600	99,800	45.5	157,302	247,935	390,788
Hispanic	140,200	162,200	15.7	189,773	222,033	259,778
Total	5,696,377	5,822,794	2.22	5,953,506	6,087,151	6,223,797

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

Hispanics in the area are a youthful and growing population. Most of the growth is due to fertility, but there are indications of a small in-migration of working age Hispanics as well. As may be seen by the population pyramids, the Hispanic population is much more highly concentrated in the younger age groups relative to the total population of the Philadelphia SMSA. While slightly over half (55.6 percent) of the total population is under 35, three-fourths (74.1 percent) of the area's Hispanic population is under 35.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B40 (Pennsylvania)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels of Hispanics are low in the Philadelphia SMSA, particularly when one considers the cost of living in the Northeast. Hispanic poverty levels are extremely high, with the median income level just above the poverty line.

Specifically, the $17,050 mean family income and $13,287 median family income of Hispanics are below the national figures for the group. Concurrently, almost one of every three (33.5 percent) Hispanics in the SMSA was found to be below the poverty level in 1979. With the exception of Blacks, the economic plight of Philadelphia's Hispanics does not carry over to the other population subgroups. Whites and the total population are better off than their respective groups nationally regarding mean family income, median family income, and the percent of persons below the poverty level.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$26,474	$23,246	7.1%
Blacks	$15,748	$13,166	30.2%
American Indians, Eskimos, and Aleuts	$21,047	$16,473	22.1%
Asians and Pacific Islanders	$29,796	$26,867	18.8%
Hispanics	$17,050	$13,287	33.5%
Total Population	$24,598	$21,489	12.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-40 (Pennsylvania).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Related to the lower income status of Hispanics in the Philadelphia SMSA is the low level of educational attainment for the group. Over 54 percent of the area's Hispanics (25 and older) have less than a high school education; 22.2 percent have had at least some college. These figures are slightly better than the averages for Hispanics nationally and are generally well behind the total population and all other population subgroups in the SMSA.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	340,850	14.8	100,752	21.3	511	14.3	4,047	14.5	17,947	35.9	457,490	16.1
1-3 Yrs. High School	370,968	16.1	126,352	26.7	767	21.5	2,330	8.3	9,450	18.9	505,410	17.8
4 Yrs. High School	871,649	37.8	162,142	34.2	1,241	34.7	5,917	21.2	12,500	25.0	1,046,092	36.9
1-3 Yrs. College	289,307	12.6	51,827	10.9	717	20.1	3,511	12.6	4,746	9.5	346,891	12.2
4 or More Yrs. College	430,937	18.7	32,456	6.9	338	9.5	12,123	43.4	5,331	10.7	477,126	16.8
Totals	2,303,711	100.0	473,529	100.0	3,574	100.1	27,928	100.0	49,974	100.0	2,833,009	99.8

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-40 (Pennsylvania).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

The vast majority of Hispanics in Philadelphia speak Spanish at home. But Hispanics in the city are highly bilingual. This undoubtedly relates to the youthfulness of the population. Many Philadelphia Hispanics have been schooled in the United States.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	910,190	93.3	3,115,263	90.7	4,025,453	91.2
Speak Spanish at Home	32,636	3.3	69,252	2.0	101,888	2.3
Speak Other Language at Home	33,012	3.4	251,812	7.3	284,824	6.5
Totals	975,838	100.0	3,436,327	100.0	4,412,165	100.0

Source: U.S. Census Report PHC80-S2-40 (Pennnsylvania)

THE PHILADELPHIA ADI

The Philadelphia Area of Dominant Influence (ADI) consists of the 20 counties shown below and has a total population of 6,959,056, of which 182,620 or 2.6 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Kent DE	98,219	1,729
New Castle DE	398,115	7,108
Atlantic NJ	194,119	7,590
Burlington NJ	362,542	8,658
Camden NJ	471,650	20,626
Cape May NJ	82,266	1,190
Cumberland NJ	132,866	12,525
Gloucester NJ	199,917	2,407
Mercer NJ	307,863	10,580
Salem NJ	64,676	1,005
Warren NJ	84,429	961
Berks PA	312,509	9,013
Bucks PA	479,211	5,684
Chester PA	316,660	5,738
Delaware PA	555,007	4,206
Lehigh PA	272,349	7,028
Monroe PA	69,409	552
Montgomery PA	643,621	5,391
Northampton PA	225,418	7,059
Philadelphia PA	1,688,210	63,570
Totals 20 Counties	6,959,056	182,620

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983. Storer Communications; Population from U.S. Census Reports PC80-1-B40 (Pennsylvania), PC80-1-B9 (Delaware), and PC80-1-B32 (New Jersey).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Philadelphia was slightly above average. Given the concern for the consequences of an undercount, city officials provided ample opportunities for Census officials to promote and encourage participation in the Census. More importantly, the city of Camden, just across the river, had been one of the test sites for the 1980 Census. Many of the workers hired for the Camden test returned to work on the Census and thus provided an experienced and trained workforce. While more bilingual interviewers would have improved the enumeration, the final results were a significant improvement over the 1970 Census effort.

Probable undercount of Hispanics in Philadelphia: 4 percent.

PHOENIX

THE PHOENIX, ARIZONA SMSA*

The Phoenix SMSA consists of Maricopa County. In 1980 the total SMSA population was 1,509,052. Hispanics totaled 199,003, or 13.2 percent. The Phoenix ADI, defined below, is the 13th largest U.S. Hispanic market, with a total of 269,598 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE PHOENIX, SMSA

When speaking of the dramatic and impressive growth of the sunbelt, Phoenix is almost always cited as an example. Hispanics in Phoenix in the 1950s and '60s looked to California for employment opportunities, and Hispanic migration from Arizona to Southern California was large. In the 1980s this trend has changed as a result of the opportunities now offered by Phoenix.

The phenomenal growth of Phoenix has both directly and indirectly benefited the Hispanics of the area. The construction industry has increased the demand for skilled and semi-skilled Hispanic laborers. Many Hispanics have experienced upward mobility in this sector and have improved their social and economic status.

The City of Phoenix has been growing as a result of the expansion of its economic base. Among the sectors which have grown dramatically is the service sector, which continues to have a high concentration of Hispanic workers.

Many of the Hispanics in Phoenix are on the periphery of the booming economy. Other than the construction and restaurant sectors, the vast majority of the jobs being developed require a minimum of several years of college. Phoenix has been particularly successful in attracting high-tech industries, such as computer companies, which generate many jobs. Unfortunately, because of low educational attainment, many Hispanics in Phoenix have not been integrated into its new booming economy.

Still, Phoenix has proved to be a magnet for young, educated Hispanics, and a strong Hispanic middle class is emerging.

HISPANIC POPULATION AND GROWTH

The Phoenix SMSA registered a 56.0 percent overall population growth between 1970 and 1980. Hispanics are by far the largest minority group, comprising 13.2 percent of the total population. All major population groups in Phoenix grew rapidly from 1970-1980. The Hispanic population grew by 77 percent, Blacks by 46 percent, and Whites by 43 percent. Census estimates that the 1985 Hispanic population was 250,100. It is projected that the Hispanic population will reach 527,876 by the year 2000. Hispanic growth can be attributed to continued in-migration and immigration, and a high fertility rate. The Hispanics of the Phoenix SMSA are primarily of Mexican ancestry (89.2 percent). They were reported by the Census to be mainly within the "other races" group (57.8 percent). Some 41.7 percent were White.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Maricopa Co. Totals:	1,307,455	86.6	48,113	3.2	22,903	1.5	13,119	0.9	199,003	13.2	1,509,052	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B4 (Arizona).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

POPULATION GROWTH PROJECTIONS

Phoenix	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	1,421,755	1,715,154	20.64	2,706,409	3,326,839	4,089,499
Black	48,100	60,200	25.2	77,453	99,651	128,210
Other Races	39,400	55,100	39.8	82,035	122,137	181,843
Hispanic	200,200	250,100	24.9	320,814	411,522	527,876
Total	1,,509,255	1,830,454	21.18	2,264,523	2,801,526	3,465,872

Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

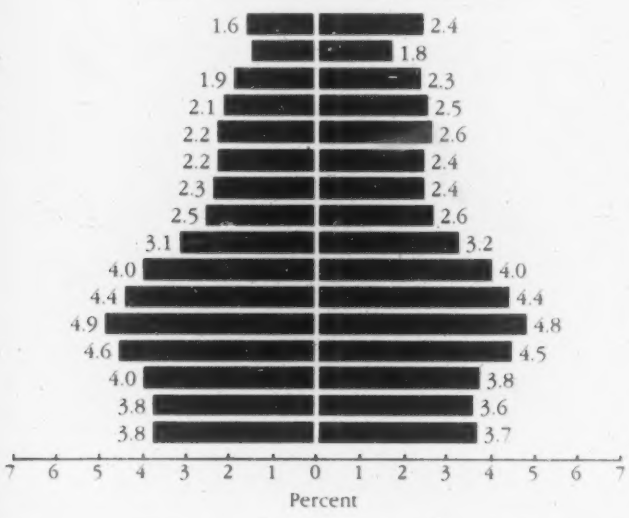
AGE AND SEX DISTRIBUTIONS

The age and sex distributions shown are for the Hispanic and total populations of the Phoenix SMSA. They verify the relative youthfulness and rapid growth of the Hispanic population in the area. Over two-thirds (67.9 percent) of all Hispanics are under the age of 30, compared to 50.3 percent for the total population. The tremendous population growth resulting from the greater number of Hispanics found within the childbearing age group will lead to the increased importance of Hispanics in the Phoenix SMSA in the future.

1,509,052

TOTAL SMSA POPULATION

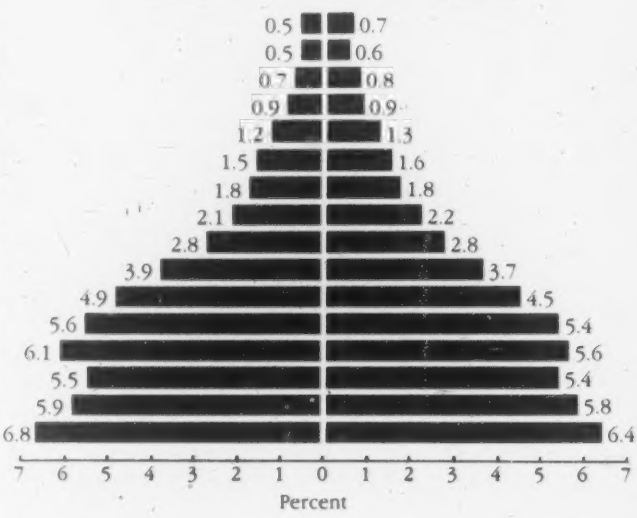
(In Percent)



199,003

HISPANIC POPULATION IN THE SMSA

(In Percent)



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B4 (Arizona).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels registered for the Phoenix SMSA by the Census were close to the national averages. Mean family incomes for the total population, Hispanics, and Whites in Phoenix were all similar to the national figures. For example, Hispanics nationally registered a mean family income of $17,360, compared to $17,426 for Hispanic families in the Phoenix SMSA. Considering the large number of retired persons living on fixed incomes in the area, the income levels in Phoenix are relatively high. However, it should be recognized that the greatest income differences between the total Phoenix population and Hispanics are in per capita incomes. While the income of a retired person is usually fixed, it often is used to support only one individual, whereas the family income for Hispanics typically must sustain a couple with two or more children.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,559	$21,078	8.5%
Blacks	$16,476	$14,216	27.4%
American Indians, Eskimos, and Aleuts	$16,140	$13,871	32.3%
Asians and Pacific Islanders	$23,478	$20,544	15.3%
Hispanics	$17,426	$15,638	21.8%
Total Population	$23,775	$20,480	10.5%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Hispanics in the Phoenix SMSA lag behind the other population subgroups and total population with respect to educational attainment. Of those 25 and older, Hispanics have the highest percentage of those having completed only elementary school (42.2 percent). Hispanics also show the fewest who have completed at least some college; 12.3 percent of all Hispanics in the area have completed one to three years of college, compared to 21.8 percent of the total population. Only 6.0 percent of all Hispanics have completed four or more years of college, compared to 18.3 percent of the total population. These figures place Hispanic educational attainment in Phoenix behind the national averages for Hispanics and the overall U.S. population.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	84,818	10.6	4,611	20.6	2,207	22.5	1,482	18.1	35,145	42.2	112,969	12.8
1-3 Yrs. High School	93,856	11.7	4,165	18.6	1,895	19.3	608	7.4	12,451	14.9	107,071	12.2
4 Yrs. High School	286,810	35.9	6,463	28.9	2,861	29.1	2,153	26.4	20,505	24.6	307,465	34.9
1-3 Yrs. College	179,471	22.5	4,789	21.4	2,063	21.0	1,543	18.9	10,266	12.3	192,183	21.8
4 or More Yrs. College	153,838	19.3	2,371	10.6	802	8.2	2,382	29.2	5,013	6.0	161,232	18.3
Totals	798,793	100.0	22,399	100.1	9,828	100.1	8,168	100.0	83,380	100.0	880,920	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Many Hispanics in Phoenix speak Spanish at home. Phoenix is however a highly bilingual/trilingual society. It should be noted that in this part of the country, much of the Native American population also speaks Spanish as well as their own native tongues. Overall, in 1980 there were 142,710 individuals who spoke Spanish at home.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	267,483	85.9	932,249	85.9	1,199,732	85.9
Speak Spanish at Home	37,346	12.0	105,364	9.7	142,710	10.2
Speak Other Language at Home	6,682	2.1	47,288	4.4	53,970	3.9
Totals	311,511	100.0	1,084,901	100.0	1,396,412	100.0

Source: U.S. Census Report PHC80-S2-4 (Arizona).

THE PHOENIX ADI

The Phoenix Area of Dominant Influence (ADI) consists of the 11 counties shown below and has a total population of 1,966,445, of which 269,598 or 13.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Apache South AZ	11,298	1,681
Coconino AZ	75,008	7,315
Gila AZ	37,080	7,723
Graham AZ	22,862	5,457
Greenlee AZ	11,406	5,446
Maricopa AZ	1,509,052	199,003
Mohave AZ	55,865	2,148
Navajo AZ	67,629	4,538
Pinal AZ	90,918	26,752
Yavapai AZ	68,145	4,205
Riverside East CA	17,182	5,330
Totals 11 Counties	1,966,455	269,598

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Reports PC80-1-B4 (Arizona) and PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Phoenix was average. The city of Phoenix had grown dramatically over the past decade, and the address listing for the city lacked much of the newest housing development. While the low density of the area simplified the enumeration process, in the older parts of the city some physical restrictions to precise enumeration were encountered. At its outskirts, Phoenix streets often change into dirt trails which lead off into the desert to temporary housing. It is in these areas where the enumeration process often broke down.

With respect to the enumeration of Hispanics, one incident must be mentioned. Just two weeks prior to Census Day, April 1, the Border Patrol, seeking undocumented workers, engaged in a major raid on several restaurants. This event was of great concern to the Census Bureau, and local officials quickly attempted to emphasize the independent nature of the action by the Border Patrol and its lack of relation to the Census Bureau. Despite these efforts, the raids created suspicion and may have affected the mail-back response.

Probable undercount of Hispanics in Phoenix: 5 percent.

SACRAMENTO

THE SACRAMENTO, CALIFORNIA SMSA*

The Sacramento SMSA consists of Placer, Sacramento and Yolo Counties. In 1980 the total SMSA population was 1,014,002. Hispanics totaled 101,694, or 10.0 percent. The Sacramento ADI, defined below, is the 15th largest U.S. Hispanic market, with a total of 260,926 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SACRAMENTO SMSA

As the state capital, Sacramento and its SMSA have considerable importance in the state. Although agriculture is by far the most important industry in the three counties that constitute the SMSA, state and local governments employ a large segment of the labor force in the city of Sacramento and its immediate surroundings. A large part of the SMSA (parts of Sacramento County and most of Placer and Yolo counties) is dominated by medium to small communities surrounded by local agricultural zones. Most of these areas have been in intensive agricultural production for much of this century and they are generally characterized by well-established populations, a concentration of large land holdings, and a small number of families.

The public sector labor market in Sacramento, together with its state university and the nearby Davis campus of the University of California, produce and attract a sizable population of highly educated and mobile professionals. This phenomenon has produced substantial suburban growth which has encroached on nearby, older agricultural settlements.

The Hispanic population is of mostly Mexican origin, ranging from pre-20th century California families to recent immigrants from Mexico. A well-dispersed urban settlement of Mexican Americans is found in the central city. In addition, other concentrations are found dispersed throughout most parts of the city and metropolitan area.

Outside the immediate environs of Sacramento, but within the SMSA and ADI, are numerous well-established Mexican American communities. Hispanics in most of these communities have served mainly as laborers. More recently, small numbers of professionals can be found in many of these towns. As a result, additional advances in educational attainment and more broad-based labor force participation by Hispanics are expected. This will continue to improve the socioeconomic status of Hispanics throughout the Sacramento SMSA.

HISPANIC POPULATION AND GROWTH

The Hispanic population is the largest minority group in Sacramento. It is approximately twice the size of the second largest group, Blacks. Between 1970-80, Hispanics increased by 76 percent, almost doubling the 1970 base. During the same period, the Black population grew by 62 percent. The Census estimates that the Hispanic population in 1985 was 127,200. It is projected that the Hispanic population will reach 255,893 by the year 2000.

Hispanic population growth has been affected by an expansion of the local industrial base and the fact that the city has become a permanent home for seasonal workers who are able to find year-round employment in the sur-

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Placer Co.	110,243	94.0	402	0.3	1,131	1.0	1,721	1.5	8,211	7.0	117,247	11.6
Sacramento Co.	632,777	80.8	58,951	7.5	8,827	1.1	39,156	5.0	74,141	9.5	783,381	77.3
Yolo Co.	92,990	82.0	1,945	1.7	1,206	1.1	4,597	4.1	19,342	17.1	113,374	11.2
Totals	836,010	82.4	61,298	6.0	11,164	1.1	45,474	4.5	101,694	10.0	1,014,002	100.1

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

rounding countryside.

Most of the Hispanic population of Sacramento is Mexican (77.3 percent). The Hispanics of the Sacramento SMSA were reported by the Census to be mostly concentrated within the "other races" category (54.1 percent); 44.7 percent were reported within the White racial category.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

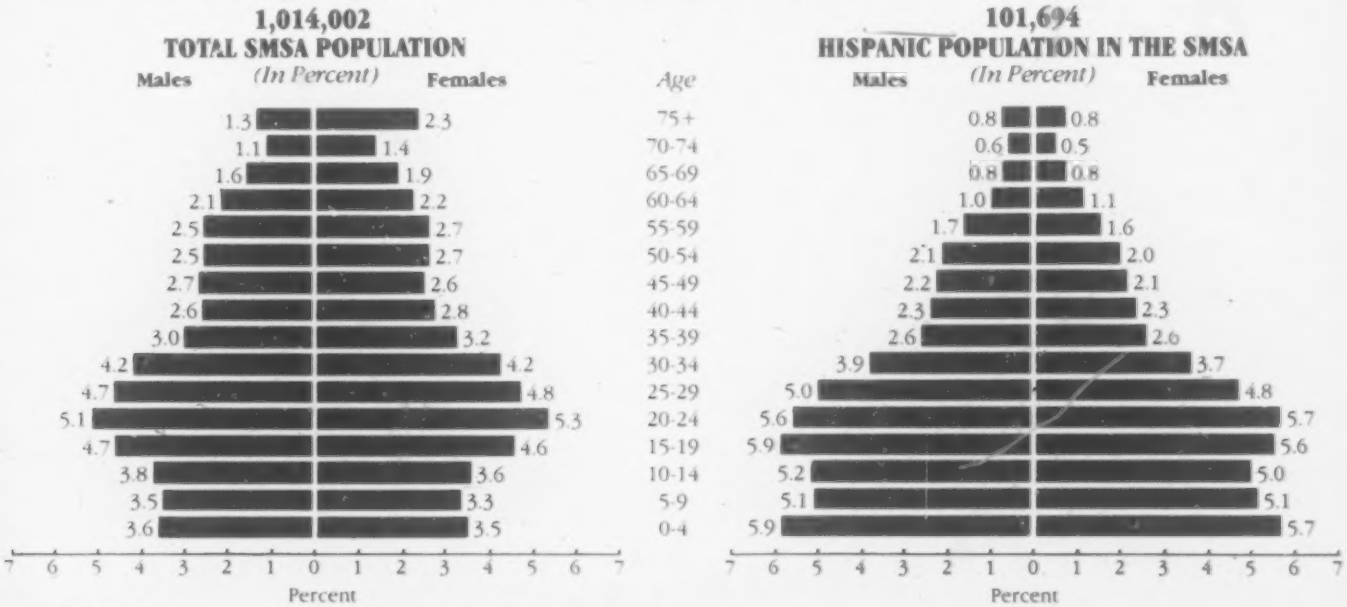
Sacramento	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	976,216	1,099,770	12.66	1,248,198	1,416,658	1,607,854
Black	61,900	79,600	28.5	105,849	140,754	187,169
Other Races	63,700	86,200	35.4	122,814	174,980	249,304
Hispanic	103,200	127,200	23.3	160,575	202,707	255,893
Total	1,101,816	1,265,570	14.86	1,468,325	1,703,564	1,976,490

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanics of Sacramento are relatively youthful, and the largest age group is the working-age population that has moved into the area. The presence of the State Capitol, with its numerous civil service employment opportunities, influences the shape of the population pyramid of the total population, as reflected in the large bulge in the adult population. Overall, the Hispanic population is more concentrated in the under-30 age group, compared to the total population; 64.6 percent of Sacramento Hispanics are under 30, compared to 50.5 percent of the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

While behind the total U.S. population and the total population of the Sacramento SMSA, the Hispanics of the area still fare better than Hispanics nationally with respect to the basic income indicators. The mean and median family incomes of Hispanics in the SMSA, $18,510 and $16,331 respectively, exceeded the national levels for Hispanics of $17,360 and $14,711 in 1980. Some 17.7 percent of the Sacramento area's Hispanics were found to be below the poverty level, compared to over 23 percent for the group nationally. The Hispanics of Sacramento were shown to be economically better off than the Black population, the SMSA's second largest ethnic group.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$24,546	$21,623	9.6%
Blacks	$17,359	$14,332	24.1%
American Indians, Eskimos, and Aleuts	$20,303	$15,461	22.5%
Asians and Pacific Islanders	$25,273	$22,869	13.5%
Hispanics	$18,510	$16,331	17.7%
Total Population	$23,797	$20,990	11.7%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Consistent with the relatively higher income level of Hispanics in the SMSA, relatively higher educational attainment is found among Hispanics. Of those Hispanics 25 and older, 27.3 percent have completed some college. Although better than the group's national status, 43.9 percent of the area's Hispanics possess less than a high school education.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	48,603	9.5	3,805	12.9	827	12.9	4,916	17.8	13,893	30.0	66,429	11.1
1-3 Yrs. High School	57,665	11.3	4,299	14.6	1,194	18.6	2,186	7.9	6,451	13.9	68,684	11.5
4 Yrs. High School	177,779	34.7	9,477	32.1	2,224	34.7	7,545	27.3	13,270	28.7	203,178	33.9
1-3 Yrs. College	122,560	23.9	8,180	27.7	1,521	23.7	6,121	22.1	8,247	17.8	142,141	23.7
4 or More Yrs. College	105,170	20.5	3,777	12.8	652	10.2	6,881	24.9	4,395	9.5	118,222	19.7
Totals	511,777	99.9	29,538	100.1	6,418	100.1	27,649	100.0	46,256	99.9	598,654	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In 1980 over half the Hispanics in Sacramento spoke Spanish at home. Consistent with other major Hispanic markets, the 5-17 age group is relatively more bilingual than is the 18-and-over population.

Language Category	Person 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Numb	%	Number	%	Number	%
Speak Only English at Home	178,563	89.9	647,349	87.0	825,912	87.6
Speak Spanish at Home	11,757	5.9	43,404	5.8	55,161	5.9
Speak Other Language at Home	8,382	4.2	53,112	7.2	61,494	6.5
Totals	198,702	100.0	743,865	100.0	942,567	100.0

Source: U.S. Census Report PHC80-S2-6(Californai).

THE SACRAMENTO ADI

The Sacramento Area of Dominant Influence (ADI) consists of the 17 counties shown below and has a total population of 2,229,880, of which 260,926 or 11.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Amador	19,314	917
Calaveras	20,710	911
Colusa	12,791	2,493
Contra Costa East	20,841	5,103
El Dorado	85,812	3,971
Nevada	51,645	1,532
Placer	117,247	8,211
Plumas	17,340	636
Sacramento	783,381	74,141
San Joaquin	347,342	66,565
Sierra	3,073	196
Solano	235,203	24,773
Stanislaus	265,900	39,889
Sutter	52,246	6,098
Tuolumne	33,928	1,781
Yolo	113,374	19,342
Yuba	49,733	4,367
Totals 17 Counties	2,229,880	260,926

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Sacramento was highly successful in accurately enumerating all segments of the population in the city. Problems pertained to Hispanic migrant and seasonal workers who found themselves in the peak harvest months during the Census period. The local Census staff was among the best, and it obtained the full cooperation of local officials. Bilingual enumerators were used, but the problems of underenumeration could not be totally overcome given the mobile nature of the migrant population.

Probable undercount of Hispanics in Sacramento: 3 percent.

SALINAS-MONTEREY

THE SALINAS-MONTEREY, CALIFORNIA SMSA*

The Salinas-Monterey SMSA consists of Monterey County. In 1980 the total SMSA population was 290,444. Hispanics totaled 75,129, or 25.9 percent. The Salinas-Monterey ADI, defined below, is the 20th largest U.S. Hispanic market, with a total of 114,207 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SALINAS-MONTEREY SMSA

The Salinas-Monterey SMSA has a small population relative to its physical size, making it one of the lowest density SMSA's in the United States. The population is concentrated in two places: (1) the southern end of Monterey Bay, including the city of Monterey and the smaller adjacent communities of Carmel, Seaside, Pebble Beach, and Pacific Grove; and (2) the Salinas valley, a mostly agricultural area along Highway 101. The first area has the overwhelming majority of the White population while Salinas and the valley have the majority of the Mexican American population.

The economic contrasts between the two parts of the SMSA are very striking —Monterey and the beach communities are affluent and thrive on the accumulated capital of many of the retired residents and on the tourism and recreation industries. Hispanics in this part of the SMSA tend to be employed in the numerous service occupations available. In contrast, the city of Salinas, its rural valley to the south, and the nearby communities to the east in San Benito County constitute an economy that is centered on agricultural and food-packing activities. This economic base, the historical pattern of little or no Mexican American control of the land, and this population's concentration in agricultural employment all combine to place a high proportion of Hispanics below the poverty level.

Hispanics have been the nucleus of the farm labor force in the area for some time. Some of them, however, have also managed to acquire small farms. In addition, the Salinas area is the home base for migrant farm workers who travel north as far as Oregon and Washington for seasonal labor. The availability of agricultural employment has provided the area's Hispanics with family incomes roughly equal to those of other Hispanic communities in the United States. However, the nature of this employment has restricted advances in educational attainment.

Recent expansions of high technology and related industries will likely alter the labor markets of the SMSA. This change is affecting the socioeconomic status of Hispanics in several ways. Some small agricultural land owners, including Mexican Americans, have found it very profitable to remove their land from production and sell it to industrial and residential developers. On the other hand, reduction in the agricultural labor force will detrimentally affect Hispanic workers since they are most likely to depend on it for regular or seasonal employment.

HISPANIC POPULATION AND GROWTH

By 1980, ethnic groups exceeded 40 percent of the total population of the SMSA (Monterey County). Hispanics were the largest minority group and they represented the fastest growing component of the SMSA's total population, registering an impressive 99 percent increase from 1970-1980. The Census estimates that the Hispanic population was 99,000 in 1985. It is projected that the Hispanic population will reach 250,164 by the year 2000.

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Monterey Co. Totals	200,035	68.9	18,825	6.5	2,927	1.0	19,696	6.8	75,129	25.9	290,444	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

The Hispanic population of the SMSA is predominantly of Mexican ancestry (86.4 percent). Persons of other Spanish ancestry* account for another 11.0 percent, and Puerto Ricans 2.3 percent. The Hispanics of the Salinas-Monterey SMSA were reported by the Census to be concentrated within the "other races" group (64.1 percent).

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

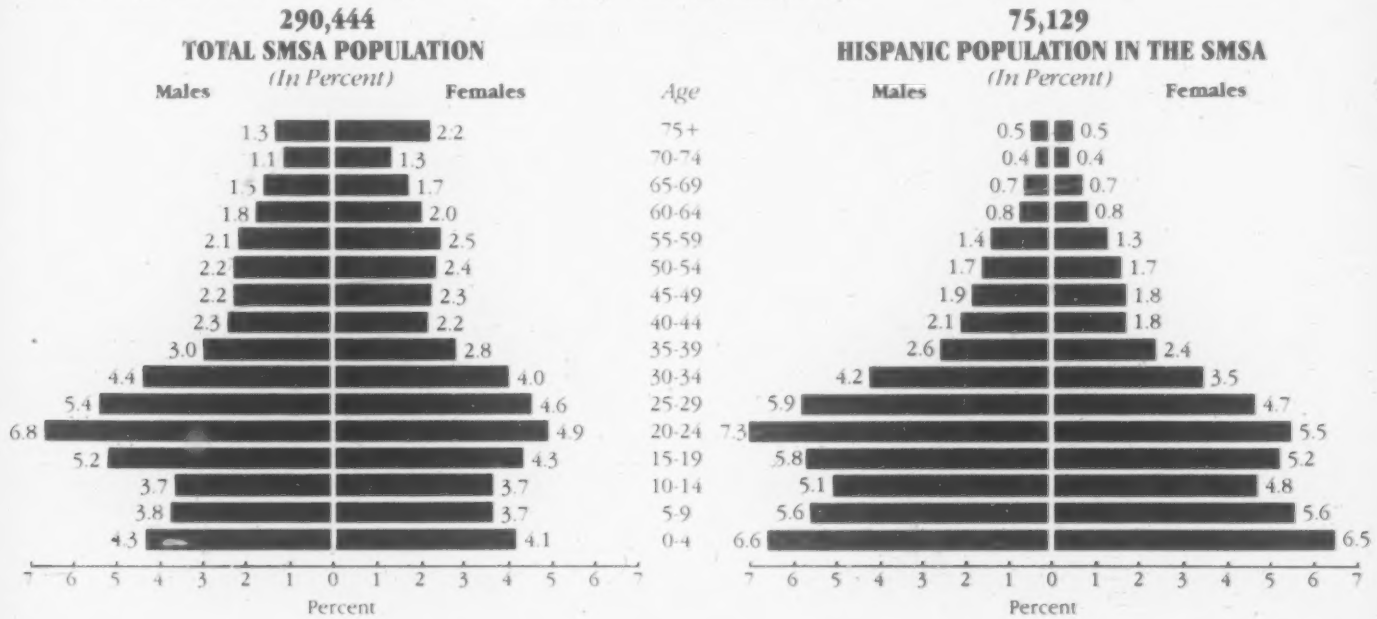
Salinas/ Monterey	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	194,612	274,966	41.29	415,527	627,942	948,942
Black	11,300	20,900	8.1	22,663	24,575	26,648
Other Races	24,200	31,100	28.5	41,356	54,994	73,129
Hispanic	75,000	99,000	32.1	136,472	181,475	250,164
Total	230,112	326,966	42.09	498,078	758,738	1,155,810

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanics of the SMSA are youthful, and the excess of males in the prime working ages is indicative of the SMSA's industrial base, mainly fishing and agriculture. The population pyramids confirm this relative youthfulness of Hispanics. Comparing the under-30 age groups for each population, 68.6 percent of all Hispanics living in the SMSA are under 30, compared to 54.5 percent of the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California)

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

The income level for the SMSA's Hispanics is about average for the group nationally, and reflects the local demand for labor as well as the seasonal (as opposed to migratory) nature of agricultural labor in the area. However, Hispanics in the Salinas-Monterey SMSA are still significantly behind the White and total populations in terms of mean and median family incomes, and the percentage of persons shown to be below the poverty level in 1979.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$25,927	$21,551	8.7%
Blacks	$16,307	$13,507	17.4%
American Indians, Eskimos, and Aleuts	$18,912	$15,250	17.3%
Asians and Pacific Islanders	$23,127	$19,913	11.9%
Hispanics	$17,213	$15,326	18.6%
Total Population	$23,898	$20,005	11.4%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Educational levels for Hispanics show that the majority of Hispanics have only an elementary school education; 70 percent of the area's Hispanics have less than a high school education. Relatively few have attended college. These figures place the Hispanics of the SMSA behind the area's other population subgroups and total population and also behind national figures for Hispanics in terms of educational attainment.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	14,727	12.1	615	8.2	232	14.5	2,467	21.0	17,642	56.4	29,726	18.4
1-3 Yrs. High School	12,509	10.3	903	12.1	253	15.8	1,115	9.5	4,258	13.6	17,136	10.6
4 Yrs. High School	37,357	30.6	2,962	39.7	540	33.7	3,653	31.1	5,298	16.9	47,232	29.3
1-3 Yrs. College	29,079	23.8	2,164	29.0	431	26.9	2,708	23.1	2,813	9.0	35,670	22.1
4 or More Yrs. College	28,320	23.2	820	11.0	147	9.2	1,797	15.3	1,277	4.1	31,642	19.6
Totals	121,992	100.0	7,464	100.0	1,603	100.1	11,740	100.0	31,288	100.0	161,406	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group, they are also classified according to race in other groups.

THE USE OF SPANISH LANGUAGE

Given the lower density of Hispanics and the dispersed housing patterns, Spanish language usage is surprisingly high. In 1980 the majority of the Hispanics in the area continued to speak Spanish at home, though most are fully bilingual. The monolingual Spanish-speaking population is concentrated in the older age cohorts.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	39,409	68.1	148,102	71.1	187,511	70.5
Speak Spanish at Home	15,182	26.2	38,606	18.6	53,788	20.2
Speak Other Language at Home	3,271	5.7	21,360	10.3	24,631	9.3
Totals	57,862	100.0	208,168	100.0	266,032	100.0

Source: U.S. Census Report PHC80-S2-6 (California).

THE SALINAS-MONTEREY ADI

The Salinas-Monterey Area of Dominant Influence (ADI) consists of the three counties shown below and has a total population of 503,590, of which 114,207 or 22.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Monterey	290,444	75,129
San Benito	25,005	11,430
Santa Cruz	188,141	27,648
Totals 3 Counties	503,590	114,207

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in the Salinas-Monterey SMSA was about average. The SMSA contains two distinct communities, Monterey and Salinas. Monterey has been transformed from a sleepy fishing village into an upper status resort and retirement area. Salinas, on the other hand, remains a major service center for the agricultural businesses which surround it. Monterey appears to have had an excellent Census, because the city is small in size and the streets and addresses well organized. Salinas was a problem for the single reason that it is one of several home bases for migrant workers. April and May, key months for the enumeration, happen to be the period when many, if not most, of the migrant workers begin to move into the labor stream. This flow takes them northward into the Napa Valley. Some of these migrants eventually move into Oregon and Washington for the apple season. In short, Salinas would normally be a reasonably easy area to enumerate during the off-season months, but during April and May, some migrant workers would be missed.

Probable undercount of Hispanics in Salinas-Monterey: 5 percent.

SAN ANTONIO

THE SAN ANTONIO, TEXAS SMSA*

The San Antonio SMSA consists of Bexar, Comal and Guadalupe Counties. In 1980 the total SMSA population was 1,071,954. Hispanics totaled 481,511, or 44.9 percent. The San Antonio ADI, defined below, is the third largest U.S. Hispanic market, with a total of 650,703 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SAN ANTONIO SMSA

Located in southern central Texas, San Antonio was a major Mexican outpost prior to the mid-1850s. After that time it served as a site for a rather small military base. Today, the presence of the military bases for the U.S. Army and Air Force in San Antonio are important for both socioeconomic and national security reasons. Their impact on the area's Hispanics has been no less important.

San Antonio is known to generations of military trainees and pilots who associate their military service with the city. To accommodate the number of trainees during the war years, the bases expanded quickly. These years of military growth were important to Hispanics because the construction of the bases provided employment for the growing Hispanic population which previously had been employed as menials and manual laborers. The value of military employment can be seen in the high proportion of pensioned Hispanic workers in San Antonio compared to other metropolitan areas.

While Hispanics of San Antonio found many employment opportunities during the 1940s and '50s, they encountered social restrictions. Living in a largely segregated city, Hispanics were relegated to its western neighborhoods regardless of their socioeconomic level. Older Hispanic residents of San Antonio can recall a time when all things Mexican were restricted to Hispanic neighborhoods. The result was a separate society. After the 1950s, the barriers began to come down and—with a combination of Hispanic and non-Hispanic votes—a Hispanic was elected to the U.S. Congress.

As obstacles to joining the economic mainstream disappeared, so did federal support for the military bases. Defense-related industries which had been attracted to the area shifted quickly to technology-related manufacturing, thus diversifying the economy. And recently both the industrial and financial bases of San Antonio have grown, as has the demand for trained technicians.

The once totally segregated Hispanic community is slowly dispersing, moving into the northwestern section of the city and into suburban areas. The leadership base and networks created for survival during the era of segregation, however, have not been dissipated. These networks make San Antonio one of the best organized and most effective Hispanic communities in the Southwest.

With the diversification of its economic base, San Antonio is less likely to be affected by changes in federal funding. Hispanics, who were aided by the infusion of federal funds, now appear able to take advantage of the white-collar and skilled positions which are available; San Antonio Hispanics have a relatively high level of educational attainment.

Expansion of the local economy continues to generate jobs which, in time, will raise the socioeconomic status of Hispanics. Equally important is the high level of citizen participation in local civic affairs and the sophistication exhibited by Hispanics in San Antonio in regard to governance, organization, and involvement in state and regional issues. San Antonio is a model for other Hispanic-majority towns and cities.

HISPANIC POPULATION AND GROWTH

Hispanics are by far the largest ethnic population in San Antonio. Together with the relatively small Black population, these two groups comprise more than half the population of the SMSA. The SMSA's Hispanic population is highly concentrated in Bexar County and is mainly Mexican-American. Of the area's Hispanics, 92.9 percent are of Mexican ancestry. The Hispanic population is easily the fastest growing group in the SMSA. Between 1970-1980, the Hispanics grew by 49 percent. The Census estimates the 1985 Hispanic population at 567,500. It is projected that the Hispanic population will reach 942,221 by the year 2000.

The Hispanics of the San Antonio SMSA were reported by the Census to be concentrated within the White racial group (75.7 percent).

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Bexar Co.	796,201	80.5	69,201	7.0	2,332	0.2	7,500	0.8	460,911	46.6	988,800	92.2
Comal Co.	33,862	92.9	383	1.1	79	0.2	33	0.1	8,728	23.9	36,446	3.4
Guadalupe Co.	39,614	84.8	3,155	6.8	110	0.2	208	0.4	11,872	25.4	46,708	4.4
Totals	869,677	81.1	72,739	6.8	2,521	0.2	7,741	0.7	481,511	44.9	1,071,954	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B45 (Texas).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

POPULATION GROWTH PROJECTIONS

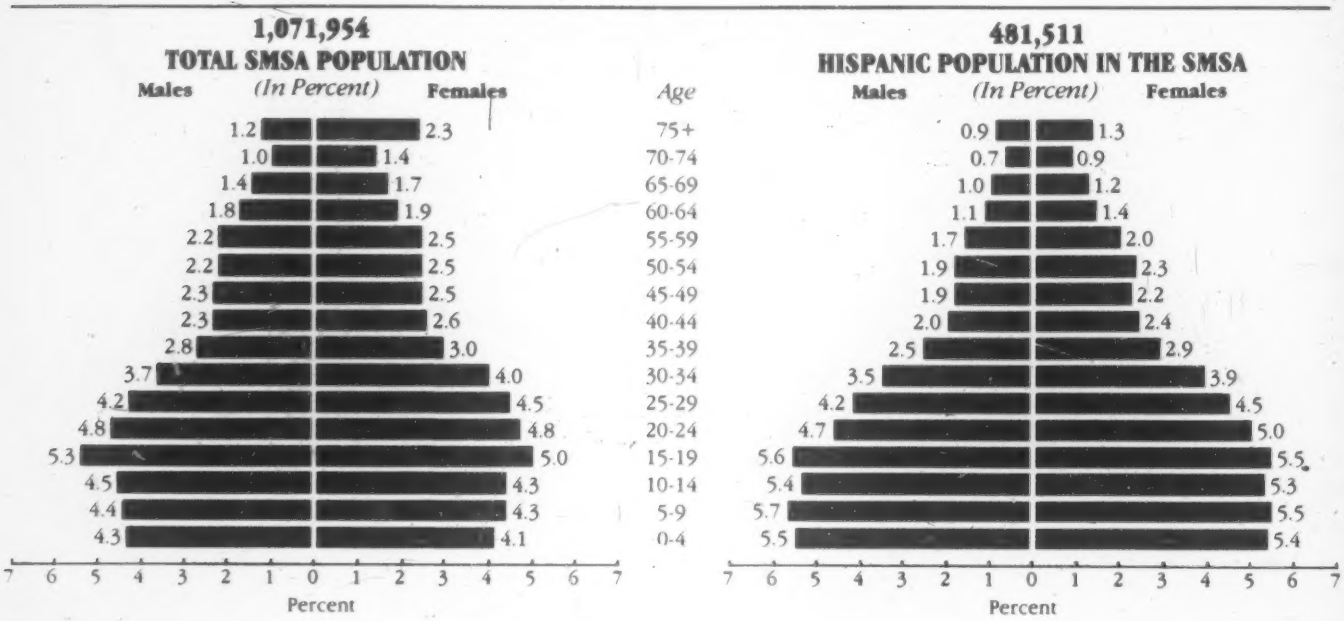
San Antonio	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	1,003,569	1,102,621	9.87	1,217,001	1,343,247	1,482,589
Black	72,600	83,400	14.9	96,800	112,353	130,405
Other Races	12,200	16,500	35.8	23,603	33,763	48,297
Hispanic	485,400	567,500	16.9	671,988	795,714	942,221
Total	1,088,369	1,202,521	10.49	1,335,519	1,483,227	1,647,271

Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanics of the SMSA are a youthful population. The population pyramid reflects a higher fertility and an apparent in-migration of families with young children. Unlike other areas where youthful working-age persons constitute the majority of migrants, San Antonio seems to have received migrations of entire families. Comparing the population pyramid of Hispanics with that of the total population, it may be seen that Hispanics are more greatly concentrated in the under-20 population; 43.9 percent of the SMSA's Hispanics are under the age of 20, compared to 36.2 percent of the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B45 (Texas).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Overall, income levels for all groups in San Antonio are below the national averages. Generally, mean and median family incomes are $2,000 to $3,000 lower in the SMSA. For example, the mean and median family incomes for Hispanics in San Antonio were $15,266 and $13,203 respectively in 1980, compared to national figures of $17,360 and $14,711. Correlated with the relatively lower income levels is the relatively high percentage of persons shown to be below the poverty level in 1979. Indeed, Whites, Blacks, Hispanics, and the total population show higher poverty levels in the SMSA than nationally.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$21,726	$18,266	16.0%
Blacks	$14,849	$12,840	31.4%
American Indians, Eskimos, and Aleuts	$18,298	$16,325	26.1%
Asians and Pacific Islanders	$19,657	$16,361	13.9%
Hispanics	$15,266	$13,203	27.3%
Total Population	$20,547	$17,251	18.2%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	107,806	22.2	6,770	18.2	241	14.4	923	19.6	99,578	44.5	139,685	24.0
1-3 Yrs. High School	62,659	12.9	6,767	18.2	248	14.8	430	9.1	31,889	14.2	77,049	13.2
4 Yrs. High School	144,841	29.8	10,671	28.7	543	32.4	1,415	30.0	54,918	24.5	169,804	29.2
1-3 Yrs. College	86,985	17.9	9,172	24.6	373	22.2	766	16.2	26,164	11.7	103,660	17.8
4 or More Yrs. College	83,647	17.2	3,858	10.4	272	16.2	1,184	25.1	11,354	5.1	91,385	15.7
Totals	485,938	100.0	37,238	100.1	1,677	100.0	4,718	100.0	223,903	100.0	581,583	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-45 (Texas).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Because Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

The educational level of Hispanics in the SMSA is generally low; 44.5 percent have an elementary school education or less, 58.7 percent have less than a high school education, and only 16.8 percent have completed at least some college. These attainment levels place the SMSA's Hispanics behind all other subgroups and the total population of the area, as well as national levels of attainment for Hispanics and other segments of the U.S. population.

THE USE OF SPANISH LANGUAGE

Most Hispanics speak Spanish at home but the vast majority are bilingual. A significant number of Hispanics in 1980 were monolingual English speakers. San Antonio is an area where language shift can be observed easily.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	139,743	55.7	427,067	58.4	566,810	57.7
Speak Spanish at Home	108,378	43.2	277,214	37.9	385,592	39.2
Speak Other Language at Home	2,780	1.1	27,078	3.7	29,858	3.1
Totals	251,101	100.0	731,359	100.0	982,460	100.0

Source: U.S. Census Report PHC80-S2-45 (Texas).

THE SAN ANTONIO ADI

The San Antonio Area of Dominant Influence (ADI) consists of the 30 counties shown below and has a total population of 1,454,567, of which 650,703 or 44.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Atascosa	25,055	11,983
Bandera	7,084	863
Bee	26,030	11,914
Bexar	988,800	460,911
Blanco	4,681	432
Comal	36,446	8,728
Dewitt	18,903	4,363
Dimmit	11,367	8,845
Edwards	2,033	967
Frio	13,785	9,427
Gillespie	13,532	1,359
Goliad	5,193	1,849
Gonzales	16,883	4,863
Guadalupe	46,708	11,872
Karnes	13,593	5,844
Kendall	10,635	1,406
Kerr	28,780	3,878
Kimble	4,063	707
Kinney	2,279	1,310
La Salle	5,514	4,064
Lavaca	19,004	1,316
Live Oak	9,606	3,077
McMullen	789	272
Maverick	31,398	28,366
Medina	23,164	10,042
Real	2,469	552
Uvalde	22,441	12,394
Val Verde	35,910	22,601
Wilson	16,756	6,112
Zavala	11,666	10,386
Totals 30 Counties	1,454,567	650,703

Source: ADI Definition—*Broadcasting Cablecasting Yearbook*, 1983, Storer Communications; Population from U.S. Census Report PC80-1-B45 (Texas).

ACCURACY OF THE LOCAL CENSUS

The Census effort in San Antonio was excellent. The staff of the local Census office worked diligently to enumerate every resident. The office manager even asked permission to deviate from the decentralized office procedures and include a casual count procedure aimed at enumerating undocumented workers. San Antonio faced no major problems, and problems that did arise were handled quickly and efficiently.

Probable undercount of Hispanics in San Antonio: 2 percent.

SAN DIEGO

THE SAN DIEGO, CALIFORNIA SMSA*

The San Diego SMSA consists of San Diego County. In 1980 the total SMSA population was 1,861,846. Hispanics totaled 275,177, or 14.8 percent. The San Diego ADI, defined below, is the 12th largest U.S. Hispanic market, with a total of 275,177 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SAN DIEGO SMSA

Despite the fact that it is less than a half-hour from the U.S.-Mexico border, San Diego in many ways is less Hispanic than other border cities, a direct consequence of San Diego's development as a major naval base for U.S. operations in the Pacific. The importance of the San Diego base and its related support activities emerged in the early days of World War II. A large immigration of naval personnel and their families began, and many job seekers moved into the area to take advantage of the civilian employment opportunities.

Defense related employment, however, required U.S. citizenship. With employment opportunities available to citizens only, the local Hispanic population was split into two groups: those who were citizens, and thus eligible to work in the shipyards, the aircraft industry, or the naval base, and the noncitizens who were limited to the agricultural and service sectors. Many of the latter found it less expensive to live outside San Diego, and the city developed largely as an Anglo city, despite its location near the Mexican border.

To some extent these same factors persist today. The large defense-related industries in the area continue to be exclusively for U.S. citizens. However, the fact that much of the work is subcontracted means that a large proportion of the industrial process is carried out by Hispanic workers—both citizens and legal residents—in smaller plants. Thus, after several decades, Hispanic workers in San Diego are participating in the higher wage industrial sector.

Sectoral shifts have also affected Hispanic workers. The agricultural sector has diminished considerably in the San Diego area. However, employment lost in this sector has been replaced by the dramatic growth in service-related occupations. It is in the service sector that Hispanics have made significant inroads during the past decade.

The history of San Diego has produced a distinct Mexican-American middle class. Those who were eligible for employment (through citizenship) in the early days of the development of the naval base and related support activities have now retired and live in the area. Their children, educated locally, represent the new Mexican American middle class. Many within this group have established small businesses to take advantage of their closeness to the border and their bilingual abilities.

San Diego is slowly becoming more Hispanic in its orientation. Additionally, San Diego recognizes that the border represents more than immigration enforcement problems and inexpensive goods; it represents an opportunity for San Diego to internationalize its business and take advantage of its access to Mexico. All indications point to greater cooperation and economic interdependence between San Diego and Tijuana in the next decade. The success of binational development programs in the region will undoubtedly be beneficial to Hispanics in San Diego.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
San Diego Co. Totals:	1,514,006	81.3	104,452	5.6	14,616	0.8	89,861	4.8	275,177	14.8	1,861,846	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussions.

Blacks, Whites, and the total population all registered impressive increases between 1970 and 1980, but the Hispanic population growth, spurred by immigration and high fertility rates, was phenomenal. It increased 127 percent.

The Census estimates that the 1985 Hispanic population was 358,200. It is projected that the Hispanic population will reach 899,727 by the year 2000.

A large majority (82.8 percent) of the Hispanic population of the San Diego SMSA is of Mexican ancestry; 14.4 percent are of other Spanish ancestry.* The Hispanics of the San Diego SMSA were reported by the Census to be concentrated within the White racial group (50.6 percent), with 48.5 percent in "other races".

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

San Diego	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	1,637,486	1,852,563	13.13	2,112,496	2,408,900	2,746,892
Black	105,500	124,900	18.4	150,132	180,461	216,917
Other Races	113,600	176,700	55.5	307,801	536,171	933,978
Hispanic	274,100	358,200	30.7	486,916	661,885	899,727
Total	1,856,586	2,154,163	16.03	2,528,693	2,968,339	3,484,423

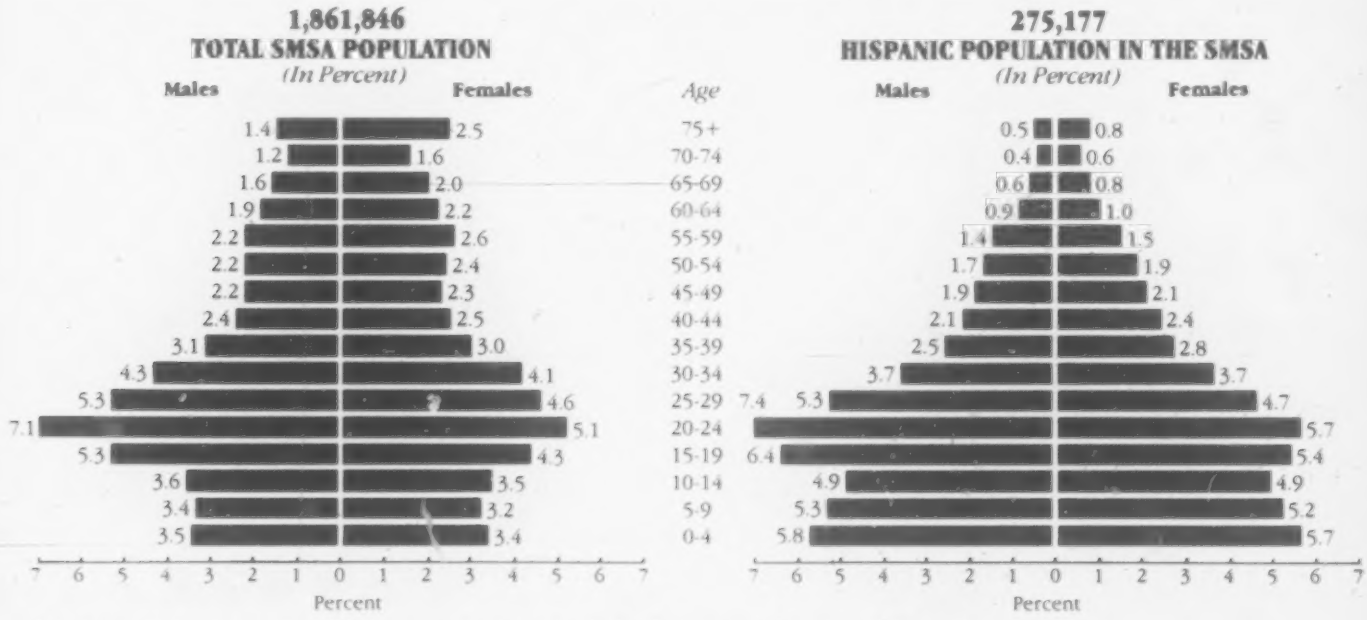
Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The youthfulness of the Hispanic population is reflected by the shape (narrow top and broad bottom) of the population pyramid. The large proportion of males between 15 and 25 is evident for both the Hispanic and total populations. In the case of the total SMSA, this characteristic is due to the presence of naval facilities. In the case of the Hispanic population it is due to the heavily male immigration of Mexican workers.

The relative youthfulness of the Hispanic population in San Diego is seen by comparing the size of the under 30 and the 30 and over populations; 66.7 percent of all Hispanics are under 30 compared to 52.3 percent of the total population, and 33.3 percent of all Hispanics are 30 or older compared to 47.7 percent of the total population.



Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

INCOME

Income levels for all population subgroups are relatively high in the San Diego area. Whites, Blacks, Hispanics, and the total population all have higher mean family incomes, higher median family incomes, and lower percentages of persons below the poverty level than the national averages for their respective groups. Whereas nationally Hispanics have a mean family income of $17,360, in San Diego it is $17,784.

Care must be taken in interpreting these figures, since the value of the U.S. dollar can be extended by shopping on the Mexican side of the border. Thus, despite wage levels which are lower than in other areas, effective consumer income may in fact be higher.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$25,332	$21,229	9.3%
Blacks	$17,080	$13,985	20.3%
American Indians, Eskimos, and Aleuts	$18,029	$14,961	17.9%
Asians and Pacific Islanders	$21,352	$18,722	14.3%
Hispanics	$17,784	$15,004	20.8%
Total Population	$24,202	$20,306	11.3%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The educational attainment of Hispanics is above average in San Diego. While one-third of the population has an education equal to or less than an elementary school education, almost one quarter has some college. This compares to the 40.9 percent of all Hispanics in the United States who have an elementary school education or less, and the 19.4 percent who have completed some college. These figures demonstrate the bimodal nature of San Diego Hispanics. Many are undereducated, immigrants, and poor. Others are educated long-term residents who work for high wages.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	80,191	8.7	5,397	11.8	1,087	13.5	7,501	15.0	41,535	34.9	114,870	10.7
1-3 Yrs. High School	99,645	10.8	6,347	13.9	1,417	17.6	6,378	12.8	18,375	15.4	121,234	11.3
4 Yrs. High School	311,494	33.9	16,089	35.3	2,667	33.0	13,955	27.9	30,459	25.6	355,635	33.1
1-3 Yrs. College	224,912	24.4	12,674	27.8	2,164	26.8	10,763	21.5	19,460	16.3	257,648	24.0
4 or More Yrs. College	203,792	22.2	5,066	11.1	736	9.1	11,413	22.8	9,284	7.8	223,845	20.9
Totals	920,034	100.0	45,573	99.9	8,071	100.0	50,010	100.0	119,113	100.0	1,073,232	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California)

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Most of San Diego's Hispanics in 1980 spoke Spanish at home, but more than 80 percent of the SMSA's population spoke English at home. The younger segments of the Hispanic population demonstrated high levels of bilingualism.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	280,377	80.7	1,138,876	82.1	1,419,253	81.9
Speak Spanish at Home	50,353	14.5	145,006	10.5	195,359	11.3
Speak Other Language at Home	16,500	4.8	102,729	7.4	119,229	6.8
Totals	347,230	100.0	1,386,611	100.0	1,733,841	100.0

Source: U.S. Census Report PHC80-S2-6 (California).

THE SAN DIEGO ADI

The San Diego Area of Dominant Influence (ADI) consists of the county shown below and has a total population of 1,861,846, of which 275,177 or 14.8 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
San Diego Totals:	1,861,846	275,177

Source: ADI Definition — *Broadcasting Cablecasting Yearbook*, 1985, Storer Communications; Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census enumeration effort in San Diego was below average. As in the case of other cities located close to the U.S.-Mexico border, the problem of counting undocumented residents is difficult for reasons beyond the control of the Census office. San Diego began its census with less than a complete address list, due to the dramatic growth of population and housing over the past decade. Most of the growth had occurred in areas south, east and north of the city of San Diego. To the north and east, the housing is moderate-to-high in cost, and these areas eventually were covered effectively. To the south, the areas are heavily Hispanic, and housing varies from low and inadequate to moderate and adequate. This area serves as a passageway for Mexican border crossers, daily shoppers, and commuters, as well as undocumented workers. The 15-mile zone north of the U.S.-Mexico border has always been one of the areas most heavily watched by the Border Patrol. Since this is commonly known, the Census Bureau was faced with the problem of overcoming fear of detection. It is thus likely that the San Diego Census for the city and areas other than the southern part were well above average, but the area where Hispanics were concentrated had less than total coverage despite the Census Bureau's best efforts.

Probable undercount of Hispanics in San Diego: 8 percent.

SAN FRANCISCO

THE SAN FRANCISCO, CALIFORNIA SMSA*

The San Francisco SMSA consists of Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties. In 1980 the total SMSA population was 3,250,630. Hispanics totaled 351,698, or 10.8 percent. The San Francisco ADI, defined below, is the fifth largest U.S. Hispanic market, with a total of 638,112 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE SAN FRANCISCO SMSA

The San Francisco-Oakland SMSA has a heterogeneous population. Despite efficient communication and public transportation systems which link its several communities, the area displays sharply contrasting socioeconomic levels in its different sections. These contrasts are the result of historical development, industry and labor market characteristics, and tourism. The contrasts are most dramatic when San Francisco, Berkeley Hills, or the bedroom communities of Marin County are compared with the depressed neighborhoods of Richmond, parts of Oakland, and the semi-rural communities of southern Alameda County.

Hispanics in the SMSA fare significantly better than their counterparts elsewhere. Nevertheless, their socioeconomic status, relative to the non-Hispanic White majority, remains low. The long-standing Hispanic populations in the City of San Francisco and in neighboring communities to the south, on the one hand, and the Mexican American families of the agricultural labor force on the outer fringes of the metropolitan area together illustrate the wide range in Hispanic socioeconomic status. The former group is characterized by professional occupations, business ownership, and home ownership in affluent neighborhoods. In the latter group, educational levels are low, and workers are concentrated in marginal, low-paid occupations, often in agriculture or the packing industry.

Within this wide range are many diverse groups of Hispanic immigrants. Among them are large numbers of Central Americans who have developed a modestly prosperous ethnic economy in the Mission District of San Francisco. Other Hispanic immigrants, mainly from South America, have been attracted by the cosmopolitan character and healthy economy of San Francisco, and many of these Hispanics are professionals. In contrast, still other post-World War II immigrants have settled in the East Bay, and these Hispanics, mostly of Mexican origin, have not fared so well.

HISPANIC POPULATION AND GROWTH

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Alameda Co.	740,612	67.0	203,612	18.4	7,446	0.7	85,899	7.8	129,962	11.8	1,105,379	34.0
Contra Costa Co.	534,628	81.5	60,172	9.2	3,890	0.6	30,563	4.7	55,820	8.5	656,380	20.2
Marin Co.	206,118	92.6	5,477	2.5	771	0.3	5,426	2.4	9,204	4.1	222,568	6.8
San Francisco Co.	395,081	58.2	86,414	12.7	3,548	0.5	147,426	21.7	83,373	12.3	678,974	20.9
San Mateo Co.	458,489	78.1	35,487	6.0	2,481	0.4	56,305	9.6	73,339	12.5	587,329	18.1
Totals	2,334,928	71.8	391,162	12.0	18,136	0.6	325,619	10.0	351,698	10.8	3,250,630	100.0

Source: CH-aggregations of data drawn from U.S. Census Report PC80-1-B6 (California).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

Hispanics in San Francisco SMSA are concentrated in Alameda and San Mateo Counties, and growth has been steady due to high fertility, immigration, and in-migration by persons who come from other parts of the West. The U.S. Census estimates that the Hispanic population in 1985 was 775,100. It is projected that the Hispanic population will reach 1,387,129 by 2000. The projected growth rate of Hispanics is exceeded only by the growth rate of Asian and Pacific Islanders.

The composition of the San Francisco Hispanic population is not overwhelmingly of Mexican ancestry (54.0 percent). Those of other Spanish ancestry* constitute 39.3 percent of the SMSA's population. Increased immigration from Central America over the last decade may have increased the proportion of the Hispanic population represented by those of other Spanish ancestry.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

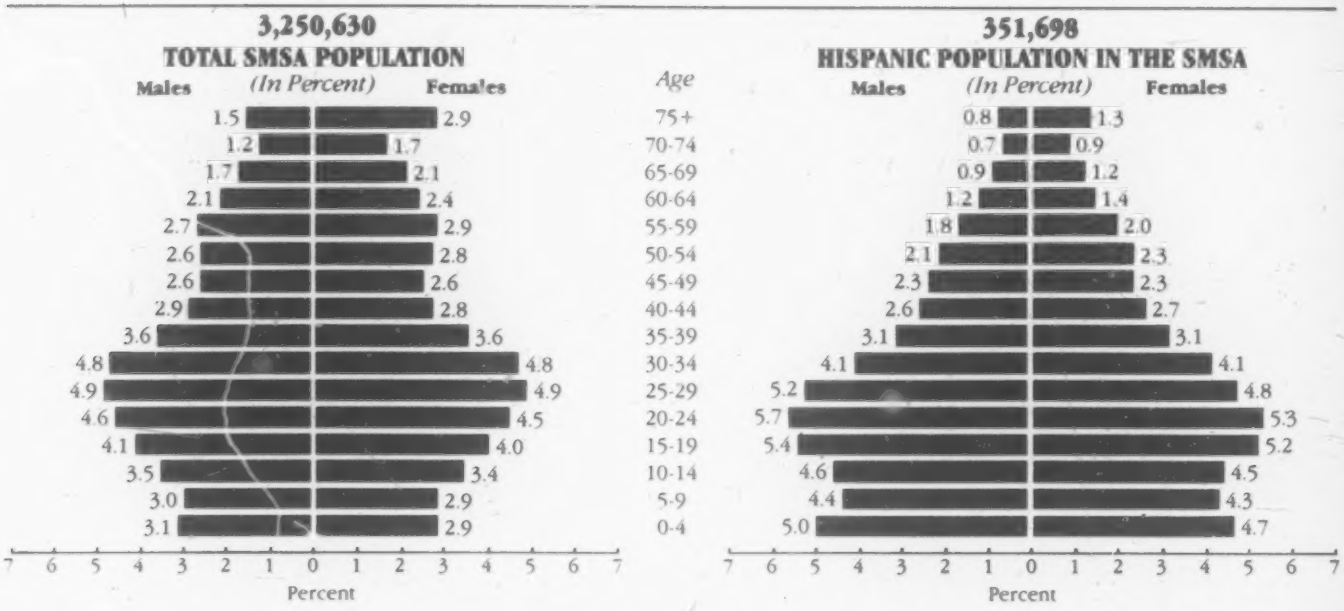
San Fransisco	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	4,378,741	5,119,905	16.93	6,064,402	7,183,135	8,508,247
Black	471,000	523,900	11.2	585,989	655,436	733,114
Other Races	516,500	751,500	45.5	1,184,494	1,866,968	2,942,665
Hispanic	649,300	775,100	19.4	941,046	1,142,520	1,387,129
Total	5,366,241	5,878,805	9.55	6,467,913	7,116,055	7,829,146

Source: Current Population Reports, Series P-25, No-1040-RD-1, *Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985*

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic population pyramid reflects a working-age population with only moderate fertility. The bulges noted in the working ages indicate the demand for labor which attracts young workers to the region. While reflecting only moderate fertility, the Hispanic population is still much younger than the total population of the SMSA; 49.1 percent of all Hispanics are under 25, while only 36 percent of the total population are under 25.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B6 (California).

Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels for Hispanics in San Francisco are among the highest in the nation. Here the strong economic development of the region can be seen to have benefited its Hispanic population. The proportions in poverty for all population groups are very low compared to the national levels, and Hispanics in the San Francisco Bay Area represent a growing and viable middle class.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$32,511	$26,932	7.1%
Blacks	$18,700	$15,146	17.6%
American Indians, Eskimos, and Aleuts	$21,780	$19,249	15.1%
Asians and Pacific Islanders	$26,667	$24,960	11.4%
Hispanics	$26,349	$20,227	10.9%
Total Population	$29,996	$25,055	9.2%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	135,687	8.5	34,593	16.1	1,250	11.3	38,552	19.0	47,470	26.3	231,881	11.1
1-3 Yrs. High School	148,112	9.3	36,413	16.9	2,037	18.5	16,740	8.3	26,665	14.8	213,673	10.2
4 Yrs. High School	489,384	30.8	65,366	30.4	3,603	32.6	44,634	22.0	53,002	29.4	621,074	29.8
1-3 Yrs. College	369,568	23.3	53,500	24.9	2,696	24.4	40,501	20.0	32,601	18.1	477,389	22.9
4 or More Yrs. College	446,727	28.1	25,304	11.8	1,453	13.2	62,254	30.7	20,540	11.4	542,033	26.0
Totals	1,589,478	100.0	215,176	100.1	11,039	100.0	202,681	100.0	180,278	100.0	2,086,050	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-6 (California).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

The San Francisco Bay Area contains a high percentage of well-educated Hispanics. Almost one of every three Hispanics, 25 years of age or older, has some college education, a ratio significantly above the national average for the group. Also, while 56 percent of all Hispanics nationally have less than a high school education, the corresponding figure in the San Francisco SMSA is 41 percent. However, it should be noted that although Hispanics fare much better in the area than they do nationally, they still lag behind the other population subgroups in the SMSA in educational attainment.

THE USE OF SPANISH LANGUAGE

The Hispanic population of San Francisco is highly bilingual, particularly in the younger age groups. About two-thirds of the area's Hispanic population spoke Spanish at home in 1980. Schools and service providers, however, estimate that a very high percentage of those youths in the 5-17 age group speak English as well.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	467,195	81.7	1,960,552	78.8	2,427,747	79.4
Speak Spanish at Home	44,509	7.8	167,639	6.7	212,148	6.9
Speak Other Language at Home	59,906	10.5	359,601	14.5	419,507	13.7
Totals	571,610	100.0	2,487,792	100.0	3,059,402	100.0

Source: U.S. Census Report PHC80-S2-6 (California).

THE SAN FRANCISCO ADI

The San Francisco Area of Dominant Influence (ADI) consists of the 11 counties shown below and has a total population of 5,283,188, of which 638,112 or 12.1 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Alameda	1,105,379	129,962
Contra Costa	656,380	55,820
Lake	36,666	1,882
Marin	222,568	9,204
Mendocino	66,738	3,688
Napa	99,199	8,636
San Francisco	678,974	83,373
San Mateo	587,329	73,339
Santa Clara	1,295,071	226,611
Solano	235,203	24,773
Sonoma	299,681	20,824
Totals:		
11 Counties	5,283,188	638,112

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook*, 1985, Storer Communications; Population from U.S. Census Report PC80-1-B6 (California).

ACCURACY OF THE LOCAL CENSUS

The Census effort in San Francisco was varied in terms of accuracy. In the city of San Francisco, the high cost of housing has caused many families to crowd into small and sometimes illegally subdivided apartments. It is quite likely that some of these families were not enumerated. However, the sections of San Francisco where Hispanics reside tend to be less dense than those with high concentrations of Asians.

The situation across the Bay was different, particularly in Oakland where Hispanics live in crowded and less than ideal conditions. It is in this area that the Census was least effective, due to many factors, including the size of the undocumented population, the large transient population, the small number of bilingual interviewers, and the large number of subdivided apartments.

Probable undercount for Oakland: 15 percent; Probable undercount for San Francisco: 4 percent.

TAMPA-ST. PETERSBURG

THE TAMPA-ST. PETERSBURG, FLORIDA SMSA*

The Tampa SMSA consists of three counties: Hillsborough, Pasco, and Pinellas. In 1980, the total SMSA population was 1,569,134. Hispanics totaled 79,431 or 5.1 percent. The Tampa ADI, defined below, is the 24th largest U.S. Hispanic market, with a total of 102,459 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE TAMPA-ST. PETERSBURG SMSA

Tampa is a working-class city that has a long history of relations with Cuba, beginning in the era that followed the Spanish American War. With a tranquil natural harbor, Tampa was a port of call for fleets that fished the abundant gulf coast, and the city had a history of cultural pluralism that included Greek, Portuguese, Mexican, Caribbean, and Cuban communities.

The Cuban refugees who fled to Florida in the mid-1960s, following Castro's takeover, mainly relocated in South Florida, but a more selective migration moved to Tampa. This movement of Cuban refugees into Tampa was not surprising, since small but significant Hispanic populations already were living in the Tampa-Clearwater area. These 1960s' refugees in general were older, and because they came in smaller numbers, their integration into the community was accelerated. Ybor City, with its central park, cigar factories, and domino tables, linked Hispanics to their past, while its banks, health clinics, and civic groups linked them to the present.

The relative affluence of Hispanics in the Tampa-Clearwater area is attributed to their entrepreneurial spirit, the ease of their integration, and the growth of the Tampa area. The Hispanic economic level in Tampa may be affected by the high median age of the Hispanic population. A slippage in the socioeconomic status of Hispanics may occur in the near future until a new generation of Hispanics attains the occupation and income levels their parents enjoy.

HISPANIC POPULATION AND GROWTH

The Hispanic community is the second largest minority group in the Tampa SMSA. The 1980 Census shows Hispanics numbering 79,431 or 5.1 percent of a total Tampa SMSA population of 1,569,134 persons. Asians and Pacific Islanders comprised 0.5 percent of the total, and Eskimos, Aleuts, and American Indians 0.2 percent. Blacks—the largest minority—comprised 9.3 percent of the total.

Of the Tampa SMSA's Hispanic population, 12.1 percent are of Mexican ancestry, 13.9 percent Puerto Rican, 26.0 percent Cuban, and 47.9 percent of other Spanish origin.*

The Hispanics of Tampa were

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Hillsborough Co.	548,652	84.8	86,370	13.4	1,622	0.3	3,876	0.6	64,199	9.9	646,960	41.2
Pasco Co.	187,070	96.6	3,978	2.1	669	0.3	542	0.3	4,706	2.5	193,643	12.3
Pinellas Co.	667,150	91.6	54,917	7.5	1,370	0.2	3,385	0.5	10,526	1.4	728,531	46.4
Totals	1,402,872	89.4	145,265	9.3	3,661	0.2	7,803	0.5	79,431	5.1	1,569,134	100

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B11 (Florida)

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

largely identified as White (84.4 percent). The "other races" category accounted for 12.5 percent of the area's Hispanics, and the Black racial group accounted for 3.1 percent.

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the later is an experimental Census estimate reached after 1985.

*Please refer to the Technical Appendix for the definition of "other Spanish origin."

POPULATION GROWTH PROJECTIONS

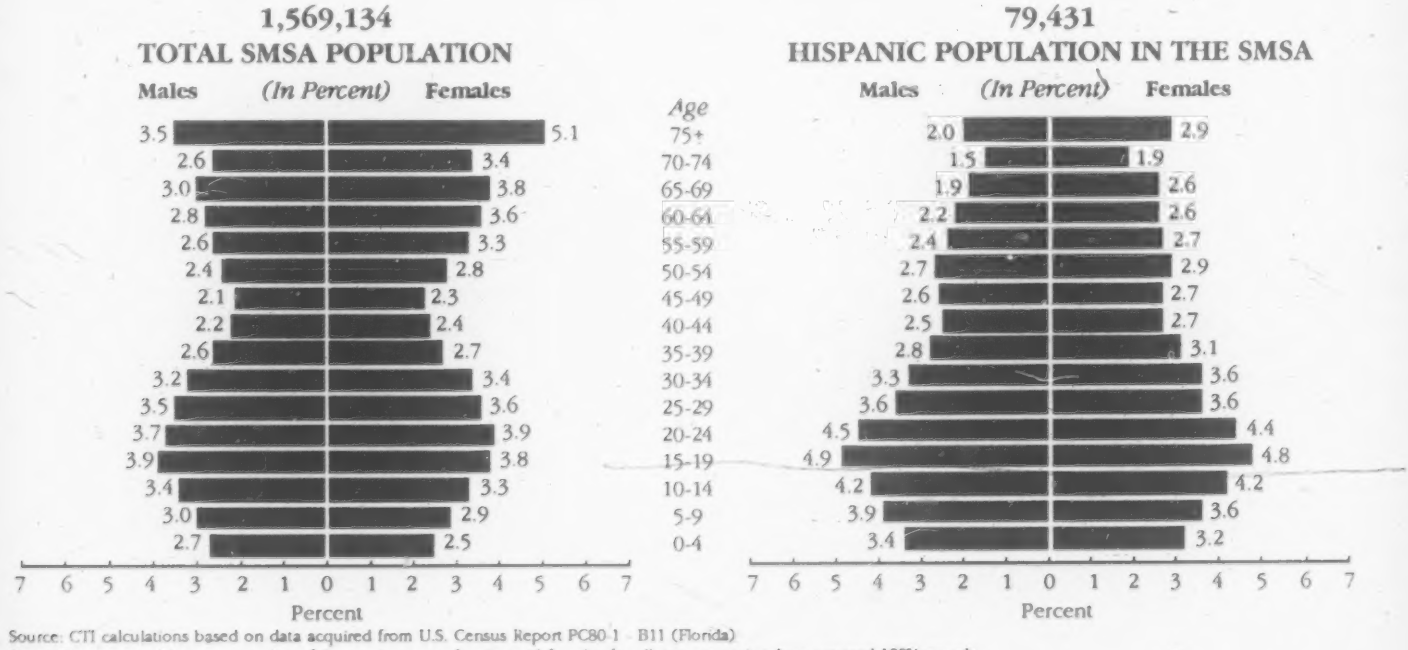
Tampa/ St. Petersburg	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	1,408,422	1,698,618	20.60	2,087,182	2,564,631	3,151,298
Black	148,400	169,700	14.4	195,984	226,339	261,395
Other Races	12,200	19,100	56.1	33,471	58,655	102,788
Hispanic	77,800	94,500	21.4	117,050	144,981	179,577
Total	1,569,022	1,887,418	20.29	2,311,993	2,832,076	3,469,151

Source: U.S. Census, Current Population Reports. Series P - 25, No - RD -1, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Co 1980 to 1985.

AGE AND SEX DISTRIBUTIONS

Unlike the distributions in most U.S. Hispanic markets, Tampa's age and sex distributions show relatively high percentages of persons 30 and over for both the total and the Hispanic populations. This is especially true for females, and there are significantly more females than males in the area. In the total SMSA, only 40.2 percent of the population is under 30, whereas 48.3 percent of the Hispanic population is in the under-30. This demonstrates the relative maturity of both the total population and the Hispanic community.

The split of males to females within the SMSA is 47.2 percent to 52.8 percent; for Hispanics, it is 48.4 percent to 51.5 percent.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1 - B11 (Florida)
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Economic development and growth have been strong in the Tampa region and income levels of Hispanics are higher than those of other minorities in Tampa, and higher than U.S. averages for Hispanics in both mean and median family incomes. Moreover, the Hispanic population living below the poverty level is relatively small.

The median family income for Tampa's Hispanics was $16,626, and their mean family income was $19,637.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$20,525	$16,903	9.2%
Blacks	$13,359	$10,768	34.3%
American Indians, Eskimos, and Aleuts	$16,428	$13,919	23.5%
Asians and Pacific Islanders	$18,796	$15,461	17.6%
Hispanics	$19,637	$16,626	15.0%
Total Population	$19,948	$16,441	11.7%

Source: CTI aggregations of data drawn from U.S. Census Reports PHC80-S2-11 (Florida) and PC80-1-C11 (Florida).
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

Tampa's Hispanics have achieved a relatively high level of educational attainment. A measure of Hispanic education is seen in the SMSA college figures. Some 14.3 percent of Tampa's Hispanics have completed 1-3 years of college. Another 11.4 percent of Tampa's Hispanics have completed four or more years of college compared to 13.5 percent of the total SMSA population. Note that while Tampa's Hispanics have fared well educationally, its Asians and Pacific Islanders did even better.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	153,999	15.9	21,336	30.6	510	22.5	1,005	21.6	13,850	29.4	178,669	17.0
1-3 Yrs. High School	164,673	17.0	15,801	22.7	460	20.3	426	9.1	7,151	15.2	182,080	17.3
4 Yrs. High School	354,113	36.5	19,209	27.6	685	30.2	1,483	31.8	14,054	29.8	376,608	35.8
1-3 Yrs. College	162,785	16.8	8,014	11.5	399	17.6	735	15.8	6,735	14.3	172,636	16.4
4 or More Yrs. College	135,201	13.9	5,309	7.6	213	9.4	1,014	21.7	5,369	11.4	142,120	13.5
Totals	970,771	100.0	69,669	100.0	2,267	100.0	4,663	100.0	47,159	100.0	1,052,113	100.0

Source: CTI aggregations of data drawn from PHC80-S2-11 (Florida).
Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

In the Tampa SMSA in 1980, only 4.2 percent of those five years of age and older spoke Spanish at home.

Hispanics in Tampa tend to be bilingual to a high degree, and there is no significant difference between the two age groups (5-17 and 18 and over) as regards the propensity to speak Spanish.

Those who speak other languages at home are slightly greater in number than are those who speak Spanish at home, reflecting the often unrecognized cultural diversity of Tampa.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	252,262	93.6	1,101,902	90.4	1,354,164	91.0
Speak Spanish at Home	11,401	4.2	51,082	4.2	62,483	4.2
Speak Other Language at Home	5,952	2.2	65,810	5.4	71,762	4.8
Totals	269,615	100.0	1,218,794	100.0	1,488,409	100.0

Source: U.S. Census Report PHC80-S2-11 (Florida).

THE TAMPA-ST. PETERSBURG ADI

The Tampa Area of Dominant Influence (ADI) consists of the 11 counties shown below and has a total of 2,426,595, of which 102,459 or 4.2 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Citrus	54,703	765
DeSoto	19,039	610
Hardee	19,379	3,236
Hernando	44,469	834
Highlands	47,526	1,766
Hillsborough	646,960	64,199
Manatee	148,442	3,185
Pasco	193,643	4,706
Pinellas	728,531	10,526
Polk	321,652	9,643
Sarasota	202,251	2,989
Totals		
11 Counties	2,426,595	102,459

Source: ADI definition--*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Report PC80-1-B11 (Florida).

ACCURACY OF THE LOCAL CENSUS

The Tampa office was well staffed and well managed. While it did not have as many bilingual enumerators as were needed, it had a number sufficient to provide Spanish language assistance. The community as a whole was very supportive of the Census effort, and there were few if any problems.

Estimated undercount: 2 percent.

TUCSON

THE TUCSON, ARIZONA SMSA*

The Tucson SMSA consists of Pima County. In 1980 the total SMSA population was 531,443. Hispanics totaled 111,418, or 21.0 percent. The Tucson ADI, defined below, is the 19th largest U.S. Hispanic market, with a total of 153,122 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE TUCSON SMSA

Another of the booming sunbelt cities, Tucson represents an area of growth, development and opportunity. Prior to the last decade, Tucson's growth was steady, but not overwhelming.

Located in an arid climate with limited water resources, the growth of Tucson was not a certainty. Several factors have, however, contributed to the sudden surge in population. Among these has been the new migration of retirees, many of whom have come from the midwestern United States in search of temperate weather. Tucson provides a high quality of life for its residents.

Hispanics have lived in Tucson since its founding. As cowboys or miners, Hispanics were involved in all aspects of the economic life of Tucson. An established Hispanic middle class has existed for many years, due originally to the miners who continue to earn high wages, relative to other blue collar occupations in the area. Recently, however, the middle class Hispanic of Tucson is more likely to be a graduate of the Law School at the University of Arizona or a local representative of a major computer firm.

In many ways, Hispanics have benefited socially and economically and have been able to achieve some measure of success in Tucson during the area's expansion and growth.

There is one major exception, however, that must be mentioned—South Tucson. Surrounded by booming and dynamic Tucson, the City of South Tucson is an island of working poor, predominately Hispanic, and is characterized by a stagnant economy. Unlike its neighboring city, South Tucson is a Hispanic city which has benefited little from the success which surrounds it. It is a barrio area characterized by poverty and unemployment, and it casts a shadow on what otherwise would be a portrait of success in the Tucson SMSA.

HISPANIC POPULATION AND GROWTH

The Hispanic population of the Tucson SMSA grew rapidly, registering a 74.0 percent increase between 1970 and 1980, far exceeding the rate of any other groups and eclipsing the impressive rates of the total population (51 percent). The growth in the Tucson area is the result of a combined influx of new residents, foreign immigrants, and retirees.

The Census estimated the 1985 Hispanic population to be 131,800. It is projected that the Hispanic population will reach 222,802 by the year 2000.

Most Hispanics of the SMSA are of Mexican ancestry (89.8 percent).

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Pima Co. Totals:	442,888	83.3	15,118	2.8	14,928	2.8	4,922	0.9	111,418	21.0	531,443	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B4 (Arizona).

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

POPULATION GROWTH PROJECTIONS

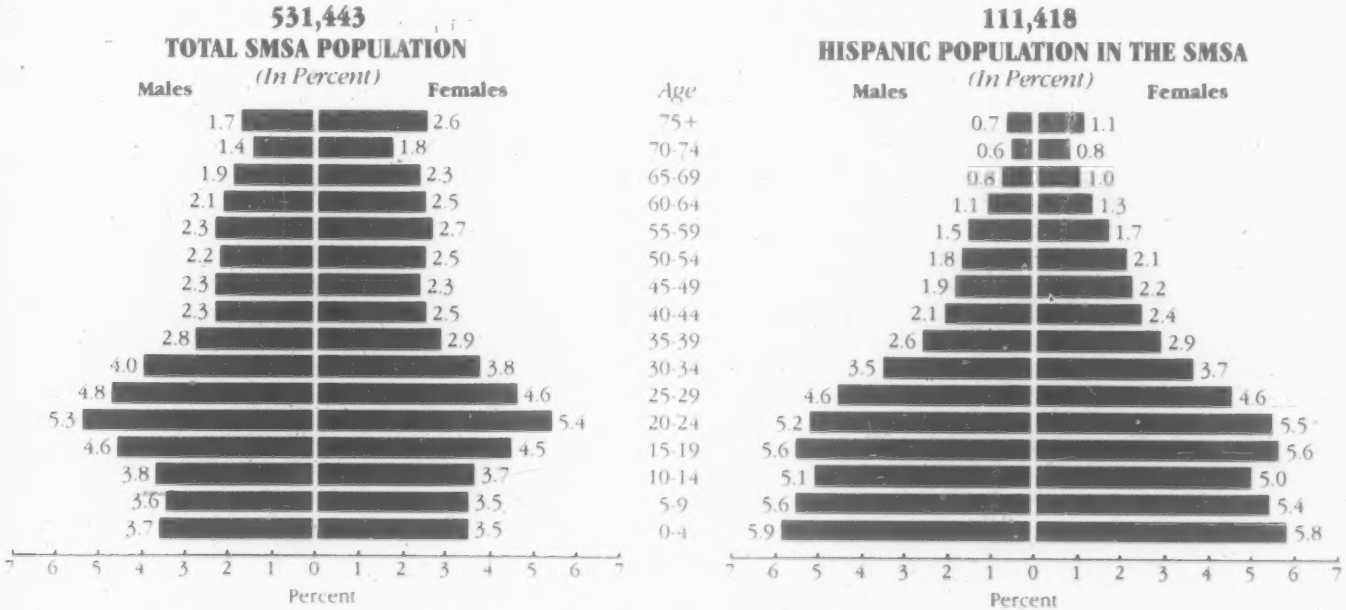
Tucson	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	499,885	561,111	12.25	634,234	716,887	810,311
Black	14,500	17,600	21.1	21,734	26,839	33,144
Other Races	20,800	25,900	24.6	33,123	42,361	54,175
Hispanic	112,100	131,800	17.5	157,006	187,033	222,802
Total	535,185	604,611	12.97	688,342	783,668	892,196

Source: Current Population Reports, Series P-25, No-1040-RD-1,
Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980-1985

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the latter is an experimental Census estimate reached after 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic population is relatively youthful and has grown because of its higher fertility rate, an in-migration of working-age persons from the other Southwestern States, and migration from Mexico. This relative youthfulness may be seen by comparing the shapes of the two population pyramids shown below. The Hispanic population of Tucson is much more concentrated in the under 20 age ranges than is the total SMSA population. While 44 percent of Tucson's Hispanics are under 20, only 30.9 percent of the total population is under 20. Concurrently, only 23.1 percent of the area's Hispanics are 40 or over, compared to 35.4 percent of the total population. This is due, in part, to the increasing number of non-Hispanic retirees living in the Tucson area.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1-B4 (Arizona).

Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Hispanics possess higher mean and median family incomes in Tucson than do Hispanics nationwide. Similarly, the small Black population of Tucson has income levels above the national levels for that group. This is noteworthy since, overall, figures for the total and White populations of Tucson show mean and median family incomes lower than the national averages for their groups; 19.7 percent of Tucson's Hispanics were found in the most recent Census to be below the poverty level. While higher than the figure for the total population of Tucson, this is lower than the 23.8 percent of Hispanics nationally below the poverty level.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$23,052	$19,768	10.7%
Blacks	$16,604	$14,607	22.7%
American Indians, Eskimos, and Aleuts	$13,159	$10,327	40.1%
Asians and Pacific Islanders	$21,830	$19,668	17.9%
Hispanics	$17,779	$16,144	19.7%
Total Population	$22,117	$19,000	13.0%

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The presence of a major university in Tucson influences the educational level statistics. As noted, over 20 percent of the area's Hispanics have completed at least one year of college. This is above the national average for Hispanics. There is, however, a sizeable proportion of the population with less than a high school education; 34.2 percent of all Hispanics—more than any other group with the exception of the American Indian population—have only an elementary school education. This is, it should be noted, better than the national average for Hispanics.

Years of School Completed (For Those 25 & Older)	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	29,889	11.0	1,444	19.5	2,719	40.5	460	16.4	17,257	34.2	42,377	13.6
1-3 Yrs. High School	30,782	11.3	1,078	14.5	946	14.1	155	5.5	8,217	16.3	36,484	11.7
4 Yrs. High School	91,527	33.6	2,194	29.6	1,910	28.4	679	24.1	14,618	29.0	102,314	32.9
1-3 Yrs. College	59,573	21.9	1,751	23.6	796	11.9	469	16.7	6,933	13.7	65,114	21.0
4 or More Yrs. College	60,761	22.3	944	12.7	344	5.1	1,049	37.3	3,446	6.8	64,296	20.7
Totals	272,532	100.1	7,411	99.9	6,715	100.0	2,812	100.0	50,471	100.0	310,585	99.9

Source: CTI aggregations of data drawn from U.S. Census Report PHC80-S2-4 (Arizona).

Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

Most Hispanics speak Spanish at home but a very high percentage are bilingual despite the proximity of Tucson to the Mexican border. English language use is increasing, as verified by the fact that only 21.5 percent of the 5-17 year olds were using Spanish at home in 1980.

Language Category	Persons 5-17 Years		Persons 18 and Over		Total Persons 5 and Over	
	Number	%	Number	%	Number	%
Speak Only English at Home	78,593	75.0	304,664	78.3	383,257	77.6
Speak Spanish at Home	22,515	21.5	63,766	16.4	86,281	17.5
Speak Other Language at Home	3,701	3.5	20,425	5.3	24,126	4.9
Totals	104,809	100.0	388,855	100.0	493,664	100.0

Source: U.S. Census Report PHC80-S2-4 (Arizona).

THE TUCSON ADI

The Tucson Area of Dominant Influence (ADI) consists of the five counties shown below and has a total population of 646,357, of which 153,122 or 23.7 percent are Hispanic.

ADI Counties	Total Population	Hispanic Population
Cochise AZ	85,686	22,846
Pima AZ	531,443	111,418
Santa Cruz AZ	20,459	15,229
Catron NM	2,720	780
Hidalgo NM	6,049	2,849
Totals 5 Counties	646,357	153,122

Source: ADI Definition—*Broadcasting/Cablecasting Yearbook* 1985, Storer Communications. Population from U.S. Census Reports PC80-1-B4 (Arizona) and PC80-1-B35 (New Mexico).

ACCURACY OF THE LOCAL CENSUS

The Census effort in Tucson was excellent. The Census office in Tucson was a model, with competent staff and close communication with local officials. This office finished its task so far ahead of other offices that it had sufficient time to double check its coverage and improve upon the enumeration process.

Probable undercount of Hispanics in Tucson: 1 percent.

WASHINGTON, D.C.

THE WASHINGTON, D.C. SMSA *

The Washington SMSA consists of the District of Columbia, four counties in Virginia, and three in Maryland. The Virginia counties are Arlington, Fairfax, Loudoun and Prince William; the Maryland counties are Charles, Montgomery, and Prince Georges. In 1980, the total SMSA population was 2,906,838. Hispanics totaled 88,353 or 3.0 percent. The Washington ADI, defined below, is the 26th largest U.S. Hispanic market, with a total of 94,941 Hispanics.

*Standard Metropolitan Statistical Area. Please refer to Technical Appendix for definition.

SOCIOECONOMIC STATUS OF HISPANICS IN THE WASHINGTON D.C. SMSA

Hispanics—beginning with the first members of the diplomatic community from Mexico, Spain, and Central and South America—have been found in the Washington, D.C., area since the nation's earliest years. Embassy staff members and their families settled in the Northwest quadrant of the District, and their domestics settled in the District's Adams Morgan area. But it was not until the late 1960s that a substantial number of Hispanics began to settle in the area, particularly in the Northern Virginia and Maryland suburbs.

One group, which has experienced substantial growth, consists of the employees of international organizations, such as the foreign press, World Bank, International Monetary Fund, Interamerican Development Bank, and Organization of American States, to name a few. The growth of these institutions over the last two decades accounts for a substantial number of Hispanic residents from the professional classes of their own countries.

A second group consists of U.S.-born Hispanics employed by U.S. government agencies and related institutions. This group has experienced several migration waves with changing administrations, but grew most rapidly during the Johnson, Nixon, and Carter Administrations. Government workers receive reasonable pay, are assured steady employment, and generally enjoy a suburban, middle-class lifestyle.

The most recent influx of Hispanics includes an increasing number of political and economic refugees from Central and South America. . As a result, the Washington SMSA presents the most heterogeneous mix of Hispanics found in the United States, as well as one of the highest levels of Hispanic socioeconomic status.

HISPANIC POPULATION AND GROWTH

The 88,353 Hispanics living in the Washington SMSA are not concentrated in a single area, but their largest numbers live in Montgomery County, Maryland, and Fairfax County, Virginia.

According to the 1980 Census, Blacks numbered 853,593 or 29.4 percent of the SMSA population, Hispanics numbered 88,353 or 3.0 percent, Asians and Pacific Islanders 87,037 or a relatively sizable 3.0 percent, and Whites numbered 2,083,874 or 71.7 percent. The District contained the greatest number of

1980 SMSA POPULATION

SMSA Sub-Areas	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Washington, D.C.	174,705	27.4	448,370	70.2	1,014	0.2	6,883	1.1	17,679	2.8	638,333	22.0
Charles Co., MD	56,797	78.1	14,731	20.3	596	0.8	490	0.7	940	1.3	72,751	2.5
Montgomery Co., MD	497,163	85.9	51,114	8.8	1,196	0.2	24,175	4.2	22,790	3.9	579,053	20.0
Prince Georges Co., MD	393,550	59.2	247,888	37.3	1,974	0.3	17,064	2.6	14,421	2.2	665,071	23.0
Arlington Co., VA	127,413	83.5	13,907	9.1	333	0.2	7,684	5.0	8,863	5.8	152,599	5.3
Fairfax Co., VA	532,204	89.2	35,050	5.9	1,380	0.2	23,184	3.9	19,535	3.3	596,901	20.5
Loudon Co., VA	51,702	90.0	5,021	8.7	79	0.1	468	0.8	853	1.5	57,427	2.0
Prince Williams Co, VA	128,698	89.0	11,998	8.3	626	0.4	2,429	1.7	3,272	2.3	144,703	5.0
Totals	2,083,874	71.7	853,593	29.4	7,578	0.3	87,037	3.0	88,353	3.0	2,906,838	100.0

Source: CTI aggregations of data drawn from U.S. Census Report PC80-1-B10 (D.C.)

Note: The Hispanic population, those of Spanish origin as reported by the Census, are not considered for enumeration purposes to be a separate racial group. Hispanics are also included in the other groups according to their race. *Because of the resultant duplication, the population figures for each of the subgroups cannot be added horizontally to yield total population.* Please see Technical Appendix for further discussion.

Blacks, and Montgomery County the greatest number of Hispanics.

While the total population is increasing slowly, Hispanics are the fastest growing subgroup in the SMSA.

The majority—66.2 percent—of the SMSA's Hispanics are of other Spanish origin;* 15.4 percent of the area's Hispanics are of Mexican descent, 10.5 percent are Puerto Rican, and 8.0 percent are Cuban.

The Hispanics of the Washington SMSA were reported by the Census to be mostly concentrated within the White racial group (65.5 percent). Some 26.4 percent were found to be within the "other races" category, and 8.2 percent were Black.

Note: The tables, *1980 SMSA Population* and *Population Growth Projections*, do not present the same numbers for the 1980 count of Hispanics. The former is derived from the 1980 Census, and the later is an experimental Census estimate reached after 1985.

*Please refer to the Technical Appendix for the definition of "Other Spanish Origin."

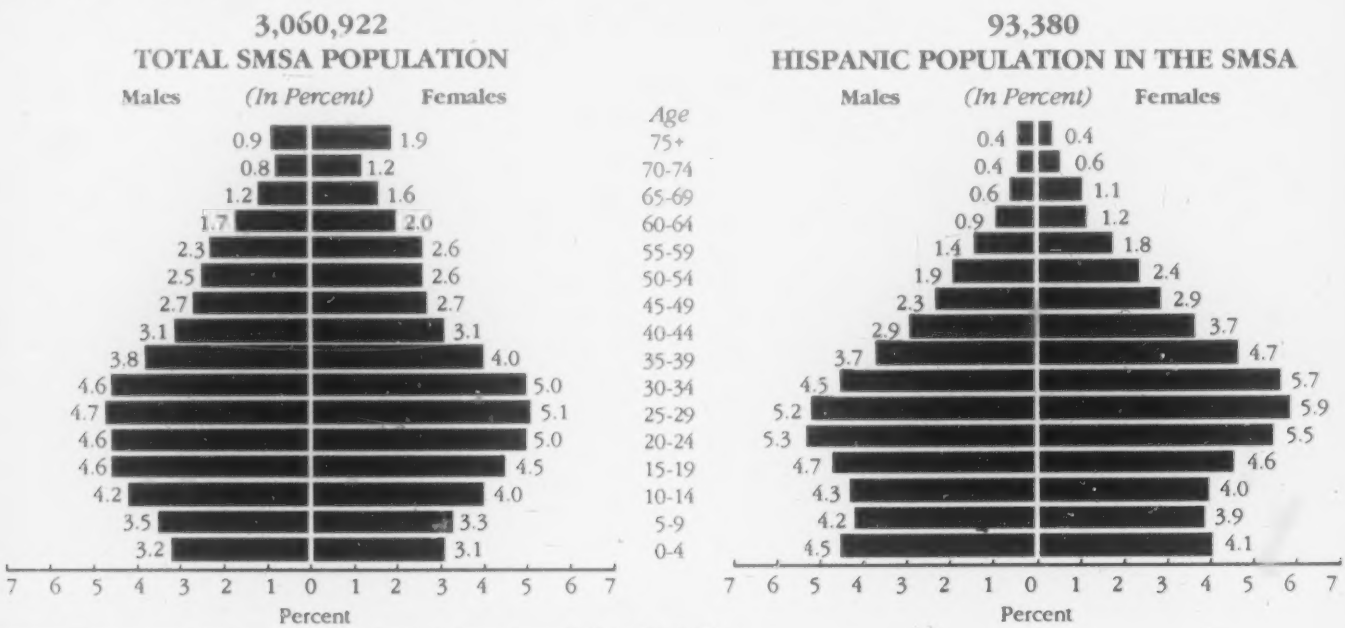
POPULATION GROWTH PROJECTIONS

Washington DC	Census 1980	Estimate 1985	% Growth 80-85	Projection 1990	Projection 1995	Projection 2000
White	2,256,132	2,409,006	6.78	2,578,000	2,758,850	2,952,387
Black	874,300	964,600	10.3	1,069,251	1,185,256	1,313,846
Other Races	99,500	151,200	51.9	254,068	426,922	717,377
Hispanic	89,500	121,300	35.6	173,169	247,217	352,929
Total	3,229,932	3,524,806	9.13	3,861,769	4,230,945	4,635,413

Source: U.S. Census, Current Population Reports. Series P - 25, No. 1040 - RD -1, Population Estimates by Race and Hispanic Origin for States, Metropolitan Areas, and Selected Counties: 1980 to 1985.

AGE AND SEX DISTRIBUTIONS

The Hispanic population pyramid depicts a significantly youthful and fertile population; 56.2 percent of Hispanics living in Washington are under 30, compared to 49.8 percent for the general population, and the percentage of females in the Hispanic population is greater than the percentage of females in the total population.



Source: CTI calculations based on data acquired from U.S. Census Report PC80-1 - B10 (D.C.)
Note: Due to rounding, a summation of the percentages of males and females for all age categories does not total 100% exactly.

INCOME

Income levels for Hispanics in the Washington SMSA are relatively high, compared to Hispanic income in the rest of the nation. The overall area has experienced strong and sustained economic development, promoting a relatively high standard of living for Hispanics. Some 24.8 percent are living below the poverty line. The mean family income for Whites is $35,672; for the total population it is $31,759; and for Hispanics it is $26,862. The median family income for Whites is $31,393; for the total population it is $27,802; and for Hispanics it is $22,216.

Population Group	Mean Family Income, 1979	Median Family Income, 1979	% of Persons Below Poverty Level in 1979
Whites	$35,672	$31,393	4.5%
Blacks	$22,072	$19,045	16.8%
American Indians, Eskimos, and Aleuts	$26,447	$21,696	14.2%
Asians and Pacific Islanders	$25,835	$22,279	10.2%
Hispanics	$26,862	$22,216	10.9%
Total Population	$31,759	$27,802	8.2%

Source: CTI aggregations of data drawn from U.S. Census Reports PHC80-S2-10 (D.C.) and PC80-1-C10 (D.C.).
Note: Please refer to the Technical Appendix for an explanation of how the poverty level statistics were calculated.

EDUCATIONAL STATUS

The Washington, D.C., area contains a high percentage of well educated Hispanics; 27.4 percent have four or more years of college education, and another 19.9 percent have completed 1-3 years of college, adding up to a striking 47.3 percent with some level of college education. Another 27.2 percent have completed four years of high school, and 8.8 percent have completed 1-3 years of high school. A total of 36 percent have at least some high school. These figures represent a significant level of educational achievement. It should be noted, however, that although Hispanics in the Washington SMSA score high, they lag behind Whites, Asians and Pacific Islanders, and the general population in educational attainment.

Years of School Completed (For Those 25	Whites		Blacks		Am. Indians, Eskimos, and Aleuts		Asians and Pacific Islanders		Hispanics		Total Population	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Elementary School (0-8 Yrs.)	83,189	6.4	77,979	16.7	526	12.9	5,325	10.5	8,655	16.7	170,260	9.3
1-3 Yrs. High School	100,994	7.8	89,888	19.3	532	13.0	3,454	6.8	4,538	8.8	196,300	10.7
4 Yrs. High School	365,806	28.1	152,986	32.8	1,254	30.6	10,463	20.6	14,088	27.2	534,438	29.1
1-3 Yrs. College	243,470	18.7	77,095	16.5	820	20.0	8,717	17.1	10,331	19.9	333,038	18.1
4 or More Yrs. College	507,139	39.0	68,527	14.7	961	23.5	22,913	45.0	14,221	27.4	603,421	32.8
Totals	1,300,598	100.0	466,475	100.0	4,093	100.0	50,872	100.0	51,833	100.0	1,837,457	100.0

Source: CTI aggregations of data drawn from PHC80-S2-10 (District of Columbia).
Note: Care should be taken to interpret this table in accordance with the procedures described in the Technical Appendix. Also, it should be noted that the population subgroups are not exclusive and cannot be added to yield total population. Since Hispanics are not considered to be a separate racial group, they are also classified according to race in the other groups.

THE USE OF SPANISH LANGUAGE

A sizeable majority of the Washington SMSA's Hispanics speak Spanish at home. It is interesting to note that the "other language category" represents 6.7 percent of the 2,869,430 persons aged five and over, reflecting a significant cultural and linguistic diversity.

Language Category	Persons 5-17 Years Number	%	Persons 18 and Over Number	%	Total Persons 5 and Over Number	%
Speak Only English at Home	579,690	92.0	2,012,890	90.0	2,592,580	90.4
Speak Spanish at Home	17,154	2.7	65,829	2.9	82,983	2.9
Speak Other Language at Home	33,750	5.3	160,117	7.1	193,867	6.7
Totals	630,594	100.0	2,238,836	100.0	2,869,430	100.0

Source: U.S. Census Report PHC80-S2-10 (District of Columbia).

THE WASHINGTON, D.C. ADI

The Washington, D.C., area of dominant influence (ADI) consists of the District of Columbia and 32 counties, shown below, and has a total population of 3,839,913, of which, 94,941 or 2.5 percent are Hispanic.

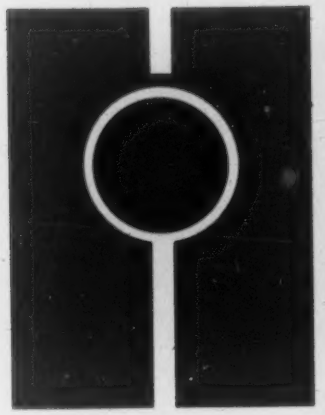
ADI Counties	Total Population	Hispanic Population
District of Columbia	638,333	17,679
Allegany, MD	80,548	345
Calvert, MD	34,638	260
Charles, MD	72,751	940
Frederick, MD	114,792	826
Montgomery, MD	579,053	22,790
Prince Georges, MD	665,071	14,421
St. Marys, MD	59,895	812
Washington, MD	113,086	665
Franklin, PA	113,629	646
Arlington, VA	152,599	8,863
Clarke, VA	9,965	40
Culpeper, VA	22,620	158
Fairfax, VA	596,901	19,535
Fauquier, VA	35,889	259
Frederick, VA	34,150	129
King George, VA	10,543	76
Loudon, VA	57,427	853
Madison, VA	10,232	119
Page,VA	19,401	110
Prince William, VA	144,703	3,272
Rappahannock, VA	6,093	54
Shenandoah, VA	27,559	191
Spotsylvania, VA	34,435	292
Stafford, VA	40,470	502
Warren, VA	21,200	194
Westmoreland, VA	14,041	118
Berkeley, WV	46,775	341
Hampshire, WV	14,867	64
Jefferson, WV	30,302	245
Mineral, WV	27,234	93
Morgan, WV	10,711	49
Totals 31 Counties	3,839,913	94,941

Source: ADI definition—*Broadcasting/Cablecasting Yearbook*, 1983, Storer Communications. Population from U.S. Census Reports PC80-B-B10 (DC), PC80-1-B48 (Virginia), and PC80-1-B22 (Maryland).

ACCURACY OF THE LOCAL CENSUS

The undercount was substantial in the District but relatively minor in the suburban areas of Maryland and Virginia. The Census offices in the Washington area employed few Hispanics and Census promotion efforts were overwhelmingly directed toward the numerically dominant Black population. But the living standards of suburban Hispanics meant that most of those households were covered by the enumeration process. Only in the District, where the vast majority of poor and sometimes undocumented Hispanics live, was there a major problem, due in large part to the lack of bilingual assistance, Spanish speaking enumerators, and effective liaisons with local Hispanic organizations.

Estimated undercount: 12 percent in the District, less than 3 percent in Maryland and Virginia.



Appendix

"FOR FURTHER INFORMATION"...SOURCES AND RESOURCES

Most of the data presented in this book came directly from U.S. Census publications or was derived from Census data. Mexican data, presented in the section on binational markets, was taken from publications of the 1980 Census of Mexico. The specific Census document has been indicated in each case.

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PARTIAL LIST OF NATIONAL HISPANIC ORGANIZATIONS

American Association for Higher Education (AAHE)
Hispanic Caucus
University of Texas
San Antonio, Texas 78285
(512) 691-4110

American GI Forum of the United States
1017 N. Main Street, Suite 201
San Antonio, Texas 78212
(512) 223-1679

Asociacion Nacional Pro Personas Mayores
(National Association for Hispanic Elderly)
2727 West Sixth Street
Los Angeles, California 90057
(213) 487-1922

ASPIRA Association, Inc.
1112 16th Street, N.W., Suite 340
Washington, D.C. 20036
(202) 835-3600

Association of Hispanic Arts (AHA)
173 E. 116th Street
New York, New York 10029
(212) 860-5445

Centro de la Raza
302 West Seventh Street
Long Beach, California 90813-4206
(213) 463-3770

Comision Femenil Mexicana Nacional, Inc.
379 South Loma Drive
Los Angeles, California 90017
(213) 484-1515

Congressional Hispanic Caucus
House Annex 2, Room 557
U.S. House of Representatives
Washington, D.C. 20515
(202) 226-3430

Congressional Hispanic Caucus Institute, Inc.
504 C Street, N.E.
Washington, D.C. 20002
(202) 543-1771

Consortium of National Hispanic Organizations
1030 15th Street, N.W., Suite 1053
Washington, D.C. 20005
(202) 371-2100

Cuban American Legal Defense and Education Fund (CALDEF)
130 East Lewis Street
Post Office Box 10538
Fort Wayne, Indiana 46802
(219) 422-5539

Cuban-American National Council
300 S.W. Twelfth Avenue, Third Floor
Miami, Florida 33130
(305) 642-3484

Democratic National Committee Hispanic Caucus
430 S. Capital Street, S.E.
Washington, D..C 20003
(202) 863-8000

El Congreso Nacional de Asuntos Colegiales
2727 Ontario Road, N.W., Suite 200
Washington, D.C. 20009
(202) 387-3300

Hispanic Association of Colleges and Universities (HACU)
411 S.W. 24th Street
San Antonio, Texas 78207
(512) 433-1501

Hispanic Association on Corporate Responsibility (HACR)
2000 L Street, N.W., Suite 710
Washington, D.C. 20037
(202) 452-0533

Hispanic Elected Local Officials Caucus
National League of Cities
1301 Pennsylvania Avenue, N.W.
Washington, D.C. 20004
(202) 626-3180

Hispanics in Philanthropy
116 New Montgomery Street
San Francisco, California 94105-3607
(415) 788-2982

Hispanic National Bar Association
Amerifirst Building, Suite 1440
One S.E. 3rd. Avenue
Miami, Florida 33131
(305) 358-0050

Hispanic Policy Development Project (HPDP)
250 Park Avenue South, Suite 5000A
New York, New York 10003
(212) 529-9323

Hispanic Policy Development Project (HPDP)
1001 Connecticut Avenue, N.W., Suite 310
Washington, D.C. 20036
(212) 822-8414

Institute for Puerto Rican Policy, Inc.
Post Office Box 1146 RCU
New York, New York 10185
(212) 689-6331

Instituto Puertorrique/Hispano Para Personas Mayores
105 E. 22nd Street, Room 615
New York, New York 10010
(212) 677-4181

Labor Council for Latin American Advancement (LCLAA)
815 Sixteenth Street, N.W., Suite 707
Washington, D.C. 20006
(202) 347-4223

Latin American Manufacturers Association (LAMA)
419 New Jersey Avenue, S.E.
Washington, D.C. 20003
(202) 546-3803

League of United Latin American Citizens (LULAC)
342 Wilkins
San Antonio, Texas 78210
(512) 533-1976

Los Ninos
1330 Continental Street
San Ysidro, California 92073
(619) 661-6912

Mexican American Legal Defense and Education Fund (MALDEF)
634 South Spring Street, 11th Floor
Los Angeles, California 90014
(213) 629-2512

Mexican American Women's National Association (MANA)
1201 Sixteenth Street, N.W., Suite 230
Washington, D.C. 200036
(202) 822-7888

Midwest Voter Registration Education Project
51 North High Street, Suite 300
Columbus, Ohio 43215
(614) 464-1116

Migrant Legal Action Program, Inc. (MLAP)
2001 S Street, N.W., Suite 310
Washington, D.C. 20009
(202) 462-7744

National Association for Bilingual Education (NABE)
Union Center Plaza
810 First Street, 3rd Floor
Washington, D.C. 20002
(202) 898-1829

National Association of Hispanic Journalists
529 14th Street, N.W.
National Press Building
Washington, D.C. 20045
(202) 783-6228

National Association of Latino Elected and Appointed Officials (NALEO)
708 G Street, S.E.
Washington, D..C 20003
(202) 546-2536

National Coalition of Hispanic Health and Human Services Organizations (COSSMHO)
1030 15th Street, Suite 1053
Washington, D.C. 20005

National Council of La Raza (NCLR)
810 N. First Street, N.E., Suite 300
Washington, D..C 20002
(202) 289-1380

National Hispanic Council on Aging
2713 Ontario Road, N.W.
Washington, D.C. 20009
(202) 265-1288

National Hispanic Scholarship Fund
P.O. Box 748
San Francisco, California 94101
(415) 892-9971

National Hispanic University
255 East 14th Street
Oakland, California 94606
(415) 451-0511

National Image, Inc.
810 First Street, N.E.
Washington, D.C. 20002
(202) 289-3777

National Puerto Rican Coalition (NPRC)
1700 K Street, N.W., Suite 500
Washington, D.C. 20006
(202) 223-3915

National Puerto Rican Forum, Inc.
1511 K Street, N.W., Suite 600
Washington, D.C. 20005
(202) 638-2211

Puerto Rican Legal Defense and Education Fund, Inc. (PRLDEF)
99 Hudson Street, 14th Floor
New York, New York 10013
(212) 532-8470

REFORMA: The National Association to Promote Library Services to the Spanish-Speaking
American Library Association
50 E. Huron Street
Chicago, Illinois 60611
(916) 323-4400

Republican National Hispanic Assembly of the United States
440 First Street, N.W., suite 400
Washington, D.C. 20001
(202) 662-1355

SER-Jobs For Progress, Inc.
1355 River Bend Drive, Suite 240
Dallas, Texas 75247
(214) 631-3999

Southwest Voter Registration Education Project (SVREP)
201 N. St. Mary's Street
San Antonio, Texas 78205
(512) 222-0224

United Farmworkers of America
Box 62
Keene, California 93531
(805) 822-5571

U.S. Catholic Conference
Secretariat for Hispanic Affairs
3211 4th Street, N.E.
Washington, D.C. 20017
(202) 541-3150

U.S. Hispanic Chamber of Commerce
4900 Main Street, Suite 700
Kansas City, Missouri 64112
(816) 531-6363

For additional information on Hispanic organizations, see:

A Guide to Hispanic Organizations, published by Philip Morris U.S.A.M Public Affairs Department, 120 Park Avenue, New York, NY 10017.

Guidebook to Hispanic Organizations and Information, published by ERIC Clearinghouse on Urban Education, Box 40, Columbia University, New York, NY 10027. (212) 678-3433

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Cypress Hall E7
Stanford University
Stanford, California 94305
(415) 723-3914

Center for Migration Studies
209 Flagg Place
Staten Island, New York 10304
(212) 315-8800

Center for U.S.-Mexican Studies
University of California, San Diego (Q-057)
La Jolla, California 92093
(619) 534-4503

Centro de Estudios Puertoriquenos
Hunter College, City College of New York
695 Park Avenue
New York, New York 10021
(212) 772-5715

Chicana Research and Learning Center
1100 East Eighth Street
Austin, Texas 78702
(512) 477-1604

Chicano Studies Research Center
University of California
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(213) 825-2363

Cuban American National Council
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Hispanic Policy Development Project (HPDP)
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Washington, D.C. 20036
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(602) 965-3990

Hispanic Research Center
Fordham University
Bronx, New York 10458
(212) 933-2233

Intercultural Development Research Association
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San Antonio, Texas 78228
(512) 684-8180

The Julian Samora Research Institute
Michigan State University
513 Erickson Hall
East Lansing, Michigan 48824
(517) 355-1824

Latino Institute
228 S. Wabash Street, 6th Floor
Chicago, Illinois 60604
(312) 663-3603

Library of Congress
Hispanic Division
Washington, DC 20540
(202) 287-5400

Mexican American Research Center
2525 Wallingwood Drive, Suite 115
Austin, Texas 78746
(512) 327-6950

Mexican American Studies and Research Center
University of Arizona
Douglass Building
Tucson, Arizona 87521
(602) 621-7551

National Center for Bilingual Research
4665 Lampson Avenue
Los Alamitos, California 90720
(213) 5987-0481

Office of Bilingual and Minority Languages Affairs
(OBEMLA)
400 Maryland Avenue, S.W.
Washington, D.C. 20202
(202) 245-2609

Puerto Rican Studies Project
School of Social Work
University of Connecticut
West Hartford, Connecticut 06117
(203) 241-4761

Quest International
537 Jones Road
P.O. Box 566
Granville, Ohio 43023

Social Science Research Council
Committee for Public Policy Research on
Contemporary Hispanic Issues
605 Third Avenue
New York, New York 10158
(212) 661-0280

Southwest Hispanic Research Institute
University of New Mexico
1829 Sigma Chi
Albuquerque. New Mexico 87131
(505) 277-2965

Southwest Voter Research Institute, Inc.
403 East Commerce Street, Suite 260
San Antonio, Texas 78205
(512) 222-8014

Spanish Speaking Mental Health Research Center
Psychology Department
University of California
Los Angeles, California 90024-1563
(213) 825-8886

Tomas Rivera Center
710 North College Avenue
Claremont, California 91711
(714) 625-6607

TECHNICAL APPENDIX

INTRODUCTION

The Technical Appendix presents technical matter pertaining to the development of the national and major market profiles of Hispanics. Items treated in the Appendix include those requiring explanation to allow the reader to determine how estimates were generated and how the data presented may be interpreted.

The Technical Appendix consists of four sections: definitions, design of socioeconomic analysis, accuracy of the data, and procedures. "Definitions" defines terms used throughout the *Almanac*. "Design of Socioeconomic Analysis" discusses the analytical design of the national and major market profiles, including the use of Standard Metropolitan Statistical Area (SMSA), Area of Dominant Influence (ADI), and Metropolitan Statistical Area (MSA). "Accuracy of the Data" describes the limitations of the data included in the *Almanac*, and "Procedures" describes the methods employed to generate the population projections and socioeconomic indicators of the *Almanac*.

DEFINITIONS

Following are definitions of terms frequently used in the *Almanac*.

MARKET AND DEMOGRAPHIC DEFINITIONS

Standard Metropolitan Statistical Area (SMSA)

The general concept of a metropolitan area is one of a large population nucleus, together with adjacent communities which have a high degree of economic and social integration with that nucleus. The standard metropolitan statistical area (SMSA) classification is a statistical standard, developed for use by federal agencies in the production, analysis, and publication of data on metropolitan areas. The SMSAs are designated and defined by the Office of Management and Budget, following a set of official published standards developed by the interagency Federal Commission on Standard Metropolitan Statistical Areas.

Each SMSA has one or more central counties containing the area's main population concentration: an urbanized area with at least 50,000 inhabitants. A SMSA may also include outlying counties which have close economic and social relationship with the central area. The outlying counties must have a specified level of commuting to the central counties and must also meet certain standards regarding metropolitan character, such as population density; urban population, and population growth. In New England, SMSAs are composed of cities and towns, rather than whole counties.

Metropolitan Statistical Area (MSA)

Effective June 30, 1983, the federal Office of Management and Budget (OMB) changed the basic term for Standard Metropolitan Statistical Area (SMSA) to Metropolitan Statistical Area (MSA) and revised the geographic definitions of many individual metropolitan areas. The general concept of an MSA is one of a large population nucleus together with adjacent communities which have a high degree of social and economic integration with that nucleus. MSAs are defined in terms of entire counties except in New England where the definitions are in terms of cities and towns.

Area of Dominant Influence (ADI)

In addition to presenting Hispanic data and analysis for markets specified according to the SMSA definition, the *Almanac* also presents total and Hispanic population data for markets specified according to the ADI definition. Population statistics for ADI markets were included particularly for those interested in the commercial implications of the size and growth of the Hispanic market. ADI markets are well defined for commercial interests since they are determined according to the media coverage through which goods and services for sale are advertised.

Binational Market

A geographic unit that combines the population of a U.S. Area of Dominant Influence with its Mexican counterpart, or "municipality."

United States

For the purposes of the *Almanac*, the United States consists of the 50 states and the District of Columbia. The Commonwealth of Puerto Rico and all U.S. territories are excluded from this definition. Thus, data on the "U.S. Puerto Rican population" include only those Puerto Ricans living in the 50 states and the District of Columbia. However, this edition of the *Almanac* also includes a section on the 3,206,000 persons living on the Island of Puerto Rico as reported by the 1980 Census, almost all of whom are Hispanics.

Component

The components of population change are births, deaths, and migration.

Estimate

A population figure attached to a date in the future, found by carrying forward the immediately preceding census count using statistics for elements related to population change.

Extrapolation

The estimation of a value by extending a trend observed between two or more data points outside the range defined by the points.

Forecast

A type of projection which represents a judgment about probable future change rather than the consequences of a set of hypothetical assumptions.

POPULATION GROUP DEFINITIONS

Hispanic

In the *Almanac* the term "Hispanic" refers to all individuals who were classified as "Persons of Spanish Origin or Descent" by the 1980 Census. "Persons of Spanish Origin or Descent," and therefore "Hispanics," are those who classified themselves in one of the specific Spanish origin categories listed on the Census questionnaire—Mexican, Puerto Rican, or Cuban—as well as those who indicated that they were of other Spanish/Hispanic origin.

The Spanish origin question reads: "Is the person of Spanish/Hispanic origin or descent?"

(1) No (not Spanish/Hispanic)
(2) Yes (Mexican, Mexican-American, Chicano)
(3) Yes (Puerto Rican)
(4) Yes (Cuban)
(5) Yes (Other Spanish/Hispanic).

It should be emphasized that the Spanish origin question was not used to determine race. Another question was used for this purpose. Thus, Hispanics are also classified by racial category—White; Black; American Indian; Eskimo and Aleut; Asian or Pacific Islander; or Other Race.

Puerto Ricans

Puerto Ricans are those who classified themselves in the Puerto Rican category of the Spanish origin questions on the Census questionnaire.

Mexican Americans

From a range of options, Mexican American was chosen as the classification for those individuals of Mexican ancestry living in the United States. Alternative classifications, each of which may be preferred by a given group, are Chicano, persons of Mexican ancestry, persons of Mexican origin or descent, or Mexican. Mexican Americans, as well as the aforementioned alternatives, refer to those who classified themselves in the "Mexican, Mexican American, Chicano" category of the Spanish origin question on the Census questionnaire.

Cuban Americans

Cuban Americans are those who classified themselves in the Cuban category of the Spanish origin question on the Census questionnaire.

Other Hispanics

Other Hispanics, or persons reporting "other Spanish/Hispanic" origin, are either those whose origins are in Spain or the Spanish-speaking countries of Central or South America, or those Spanish origin persons identifying themselves generally as Spanish, Spanish American, Hispano, Latino, etc.

During the 1980s the Census Bureau used two categories, Central or South American and Other Hispanic, instead of simply Other Hispanic. Central or South American refers to Hispanics from Spanish-speaking countries in Central or South America. All remaining Hispanics who identify as Latino, Spanish-American, Spanish, and Hispanic are classified as Other Hispanic or Other Spanish.

MEXICAN INCOME— A TECHNICAL NOTE

For purposes of standardization and consistency, the binational market supplement uses data from the 1980 Census. However, it is important to supplement this data with updated information to make it contemporary with today's marketplace.

The following data and figures will help the reader gain a better understanding of the dollar and peso by today's standards and historically:

1980	Pesos	Dollars
1980 Ratio	435 : 1	
1980 Exchange Rate	.0023	
12 to 7,080	($.03 to $16.28)	
7,081 to 12,960	($16.29 to $29.79)	
12,961 to 23,640	($29.80 to $54.34)	
23,641 to 43,320	($54.35 to $99.59)	
43,321 to 79,320	($99.60 to $182.34)	
79,321 to 145,320	($182.35 to $334.09)	
145,321 to 266, 040	($334.10 to $611.59)	
266,041 +	($611.60 +)	

1988	Pesos	Dollars
1988 Ratio	2288 : 1	
1988 Exchange Rate	.00044	
12 to 7,080	($.005 to $3.09)	
7,081 to 12,960	($3.10 to $5.66)	
12,961 to 23,640	($5.67 to $10.33)	
23,641 to 43,320	($10.34 to $18.93)	
43,321 to 79,320	($18.94 to $34.67)	
79,321 to 145,320	($34.68 to $63.51)	
145,321 to 266,040	($63.52 to $116.28)	
266,041 +	($116.29 +)	

DESIGN OF SOCIOECONOMIC ANALYSIS

The socioeconomic analysis sections of the *Almanac* were designed to provide both national and market-specific descriptions and analyses of the Hispanic population and its principal characteristics. Such treatment is intended to provide a broad understanding of the U.S. Hispanic population as well as knowledge of local Hispanic populations.

Emphasis was placed on comparative analysis in the *Almanac*. For the national profile, Hispanic data are compared with statistics for the total U.S. population and the non-Hispanic population. Such comparisons provide a better understanding of the changing importance and relative socioeconomic position of Hispanics within the United States.

For the major markets, Hispanic data are compared with the White, Black, Asian and Pacific Islander, American Indian, Eskimo, and Aleut populations. The latter groups are particularly important in certain markets—for example, American Indians in Albuquerque, and Asians and Pacific Islanders in San Francisco. Their inclusion makes possible important inter-group comparisons.

A major decision in the development of the *Almanac* was the selection of the market definitions to be employed. There are many choices—Area of Dominant Influence (ADI), Standard Metropolitan Statistical Area (SMSA), Metropolitan Statistical Area (MSA), specialized trade area, county, city. For the *Almanac*, the ADI, the SMSA, and the MSA have been used.

The ADI market definition has been selected to identify local U.S. Hispanic markets. The geographic area, size of the Hispanic and total populations by counties or portions thereof included in the ADI are presented. The ADI is the predominant market definition used by the broadcasting and advertising industries. Thus, the *Almanac's* presentation of information for ADI markets was deemed most useful for business and organizations interested in the commercial ramifications of the size and growth of the U.S.Hispanic population.

The remaining information for the local American markets was presented at the SMSA level. This was done because the SMSA has been a more generally recognized market definition, and because the Census aggregated data by SMSA and not ADI. The addition of ADI market data further delineates the local markets. And since the SMSA's Hispanic population represents a significant portion of the ADI's Hispanic population, SMSA-level statistics are good indicators of the ADI, which is usually a larger geographical area.

The Metropolitan Statistical Area Market definition and corresponding population estimates developed by the Bureau of the Census were used to select the 27 largest U.S. Hispanic markets as of 1985. These population estimates were also used for the population projections to the years 1990, 1995, and 2000 for each of the local markets, and for the 1990 Hispanic population estimates for the 50 states and the District of Columbia in the national profile section.

The production of mid-decade estimates for Hispanic metropolitan and state populations is unprecedented and is still considered developmental (and not official) by the Census Bureau. The estimates are the product of research conducted over the past decade. They represent an extension of the Administrative Records method, the newest of the estimating techniques for producing population estimates for states, counties, and other places at the Census Bureau.

As the Census Bureau stresses, these population estimates are not entirely consistent with existing Census Bureau estimates, nor are they meant to replace or supersede them. Because the Bureau has produced no other subnational estimates for Hispanics, no inconsistencies exist for 1985. However, the reader may note some inconsistencies between the 1980 base year experimental estimates and the official 1980 census figures. This is also why some of the projections to 1990 and beyond in the national profile section do not match. These inconsistencies will not be resolved until the experimental estimates are fully tested against the results of the 1990 decennial census. At that time the tested estimates will be formally integrated into the Bureau's regular population estimates program.

All statistics, then, whether presented on a national, ADI, SMSA, or MSA basis, are either direct presentations of U.S. Census data or projections based on Census data. The procedures employed to generate projections are discussed in a subsequent section of the Technical Appendix. Generally, however, projections for the *Almanac* were developed by either manual or computer manipulations of the data.

Note on Income

The *Almanac's* data on income, derived from the 1980 Census, of necessity reflects 1979 income.

ACCURACY OF THE DATA

Since most of the data presented in the *Almanac* were generated by the Census, estimates of accuracy will be generally available through the Census. Descriptions of the possible sources of error are normally included as part of each Census publication. Thus, the reader may wish to check the specific data sources cited within the *Almanac* to review the section on accuracy for the data included in each referenced publication.

Given the lack of estimated undercounts of the Hispanic population in the local market, estimates regarding the accuracy of Hispanic counts were developed for the *Almanac*. However, these estimates could not be properly applied to the Census data used in the profiles. A summary of these estimates is included in the following table.

The methodology used to develop the above estimates of accuracy entailed: (1) identifying previously existing (prior Census) and potential causes of error in enumerating Hispanics, (2) identifying Census efforts to overcome the causes of error, (3) analysis of Census success in addressing the cause of error, and (4) estimation of the impact of the causes of error which were not successfully eliminated. This last step, which resulted in the estimates of accuracy, was conducted by Dr. Leobardo Estrada and was based on his experience, and the experience of other enumeration specialists, in helping execute the national and local counts of Hispanics for the U.S. Census Bureau.

An area where caution should be observed in comparing data sets are the tables in the *Almanac* where racial

categories (Whites; Blacks; American-Indian; Eskimos and Aleuts; and Asians and Pacific Islanders, but not Other Races) are presented along with a non-racial category—Hispanics. Since Hispanic origin is not considered to be a separate racial category, Hispanics are also included within the racial categories. Thus, adding figures for the racial categories and figures for Hispanics will not sum to figures for the total population.

Summary of Estimates of Accuracy
1980 U.S. Census Counts of Hispanics

Hispanic Count	Estimate of Accuracy Percentage
National Hispanic Count	6% Undercount
Local Census Counts of Hispanics	
Albuquerque SMSA	4% Undercount
Austin SMSA	5% Undercount
Boston SMSA	10% Undercount
Chicago SMSA	12% Undercount
Corpus Christi SMSA	7% Undercount
Dallas-Ft. Worth SMSA	2% Undercount
Denver SMSA	11% Undercount
El Paso SMSA	10% Undercount
Fresno SMSA	3% Undercount
Houston SMSA	15% Undercount
Laredo SMSA	12% Undercount
Los Angeles SMSA	9% Undercount
	a Range of 5-15%
Lubbock SMSA	9 % Undercount
McAllen SMSA	8% Undercount
Miami SMSA	5% Undercount
New York SMSA	11% Undercount
	a Range of 7-18%
Philadephia SMSA	4% Undercount
Phoenix SMSA	5% Undercount
Sacramento SMSA	3% Undercount
Salinas-Monterey SMSA	5% Undercount
San Antonio SMSA	2% Undercount
San Diego SMSA	8% Undercount
San Fransisco SMSA	4% Undercount
Tampa/St. Pete SMSA	2% Undercount
Tucson SMSA SMSA	1% Undercount
Washington, D.C. SMSA	12% Undercount
	Less than 3% in Maryland and Virginia

METHODS AND TECHNIQUES

With the large number of sources used to calculate population data, including private organizations and state and federal agencies, confusion often arises. The most reliable method depends on the focus of each study. According to the U.S. Department of Commerce *Guide for Local Area Population Projections*, there are five broad types of population projections:

(1) mathematical extrapolation
(2) ratio
(3) cohort-component
(4) economic base
(5) land use

The mathematical extrapolation method, most commonly an extension of a historical growth rate for the total population and subgroups into the future was used for the *Almanac*. The population and growth sections were formulated with this method, using available, reliable Hispanic data. The projections will serve as pivotal reference points for future comparisons.

The following methods were used to develop the population and growth figures for each major market. Exceptions to the standard procedure are noted where the variations occur.

The methodology used for these major market areas is the exponential or geometric model of growth, designed to make reasonable and clear projections based on the most available and acceptable data. The following steps delineate the model:

(1) Identify the 1980 and 1985 experimental Census data for each of the locations.

(2) Calculate the annual growth rate and total growth from 1980 to 1985, using the geometric or compounding formula for growth, explained by Donald B. Pittenger in *Projecting State and Local Populations*. This may be expressed by the equation:

$$Y = AR^T; \quad T = X_N - X_O$$

Where Y is the future value, A is the present value, R is the rate of growth, and T is time. In this case, X_N is 1985 and X_O is 1980.

(3) Forecast future population data by extrapolating past data into the future. This mathematical trending technique is a judgmental treatment of the data which is the most appropriate projection scenario, given the constraints of the information available.

Variations of the general equation expressed above were used for the national profile section and for the binational markets. The base year used in all cases is 1980 except in the case of the binational markets. The growth rates for the binational markets are based on the 1970 to 1980 period in order to make the American Census counts comparable to the Mexican Census counts.

General trends underlie the specific Hispanic populations in each binational market, as well as the sense of direction and magnitude of the Hispanic population and market. Any conclusions drawn from these data can be considered reliable to the extent qualified by inherent limitations.

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